

CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF CITY PLANNING

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84.613E

**SHOWPLACE MARKET CENTER/
CONTRACT CENTER II**

DEVELOPMENT AND REZONING

ENVIRONMENTAL IMPACT REPORT

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DATE: May 30, 1986

TO: Distribution List for the Showplace Market Center / Contract Center II
Project Draft EIR

FROM: Barbara W. Sahm, Environmental Review Officer

SUBJECT: Request for the Final Environmental Impact Report for the Showplace
Market Center / Contract Center II Project

This is the Draft of the Environmental Impact Report for the Showplace Market Center / Contract Center II project. A public hearing will be held on the adequacy and accuracy of this document. After the public hearing, our office will prepare and publish a document titled "Summary of Comments and Responses" which will contain a summary of all relevant comments on this Draft EIR and our responses to those comments. It may also specify changes to this Draft EIR. Those who testify at the hearing on the draft will automatically receive a copy of the Comments and Responses document along with notice of the date reserved for certification; others may receive such copies and notice on request or by visiting our office. This Draft EIR together with the Summary of Comments and Responses document will be considered by the City Planning Commission in an advertised public meeting and certified as a Final EIR.

After certification, we will modify the Draft EIR as specified by the Comments and Responses document and print both documents in a single publication called the Final Environmental Impact Report. The Final EIR will not add new information to the combination of the two documents except to reproduce the certification resolution. It will simply provide the information in one rather than two documents. Therefore, if you receive a copy of the Comments and Responses document in addition to this copy of the Draft EIR, you will technically have a copy of the Final EIR.

We are aware that many people who receive the Draft EIR and Summary of Comments and Responses have no interest in receiving virtually the same information after the EIR has been certified. To avoid expending money and paper needlessly, we would like to send copies of the Final EIR to private individuals only if they request them.

If you want a copy of the Final EIR, please so indicate in the space provided on the next page and mail the request to the Office of Environmental Review within two weeks after certification of the EIR. Any private party not requesting a Final EIR by that time will not be mailed a copy. Public agencies on the distribution list will automatically receive a copy of the Final EIR.

Thank you for your interest in this project.

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Attn: Ms. Catherine Bauman, EIR Coordinator
84.613E Showplace Market Center/Contract Center II

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REQUEST FOR FINAL ENVIRONMENTAL IMPACT REPORT

To: Department of City Planning,
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Please send me a copy of the Final EIR.

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CITY AND COUNTY OF SAN FRANCISCO
DEPARTMENT OF CITY PLANNING

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Showplace Market
Center/Contract Center
1986.

Showplace Market Center/Contract Center II
Environmental Impact Report

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I. SUMMARY

A. PROJECT DESCRIPTION

Bay West Development Company proposes to construct three adjacent buildings. The proposed project is a height reclassification from 40 feet to 65 feet with an additional limit of 80 feet subject to Conditional Use authorization by the City Planning Commission. The rezoning proposal contains a special provision for architectural features, (such as clock towers, spires or sculptures) up to a height of 120 feet. Showplace Market Center would consist of two buildings, one housing a hotel (Showplace Square Inn), the other containing mart space and four auditoriums (Trademart). Contract Center II would also contain mart space. All buildings would have ground-floor retail uses. The project architects are Frizzell Hill Moorhouse, San Francisco (Showplace Square Market Center), and Kaplan/McLaughlin/Diaz, San Francisco (Contract Center II).

The project site consists of Lots 5, 6, 8 and a portion of Lot 7 on Assessor's Block 3783. The block is bounded by Brannan, Seventh, Townsend, and Eighth Streets. The 151,250-square-foot Showplace Market Center site (hotel, mart space and auditoriums) is occupied by a two-story building containing Yellow Cab Co. administrative offices and vehicle maintenance facilities, a one-story building containing May's restaurant, a one-story covered gas pump facility, and paved vehicle storage area. The 55,000-square-foot Contract Center II site is occupied by a one-story metal storage shed, and paved vehicle storage area. All of the structures on the site would be demolished.

The proposed hotel would have a 120-foot-tall clock tower at the corner of Eighth and Townsend. Floors five through eight of the building would step down in 10-foot increments from this corner along Eighth and along Townsend. The hotel would contain 274 suites, ground-floor retail, lobby, and outdoor pool-deck space. The 65-foot-tall Trademart building would contain 196 parking spaces in one underground level, retail space, four auditoriums and 94 parking spaces on the ground level and wholesale mart space on the upper three levels. The Contract Center II would be a 65-foot-tall,

five-story building containing furniture mart space and ground-floor retail; there would also be one underground parking level with 166 spaces.

The Showplace Market Center would contain 274 suites and 8,100 gross square feet of retail space in the hotel; 194,200 gross square feet of mart space, 9,000 gross square feet of retail space, and 20,300 gross square feet of auditorium space in the Trademart. Contract Center II would contain 217,300 gross-square-feet of mart space and 3,600 gross square feet of retail space. Showplace Market Center would have a Floor Area Ratio (FAR) of 3.1:1; Contract Center II, combined with the existing Contract Center I (adjacent to and east of the Contract Center II site) would have an FAR of 4.1:1.

The main pedestrian and motor vehicle access to the hotel would be from the ground-floor motor court, with a separate entrance and exit on Eighth Street. There would also be pedestrian access from Townsend Street. A pedestrian plaza between the hotel and the Trademart building would provide access to the Trademart lobby and retail space in the Trademart building; there would be entrances to the Trademart building on Townsend Street. The entrance to Contract Center II would also be on Townsend Street. Access to the Showplace Market Center underground parking level would be from Townsend Street. Access to the underground parking level of Contract Center II would also be on Townsend Street. The two freight loading spaces for the hotel, the three freight loading spaces for the Trademart, and the three freight loading spaces for Contract Center II would all be accessible from Eighth Street. They would be located on a private access road along the northern edge of the project site.

B. MAIN ENVIRONMENTAL EFFECTS

LAND USE AND ZONING

The site is in an M-2 (Heavy Industrial) Use District, and in a 40-X Height and Bulk District as defined in the Planning Code. The proposed project would be a height and bulk reclassification from 40-X to 65-D, with an additional height limit of 80-ft., subject to Conditional Use authorization. The rezoning proposal contains a special provision for an architectural feature, (such as a clock tower or spire) up to a height of 120 feet. The project would require Conditional Use (CU) authorization for the hotel use, in this Use District.

URBAN DESIGN

The stepped upper floors and clock tower, or spire, of the hotel portion of the project would contrast with the flat-roofed structures in the vicinity of the site. The remaining portion of the project would correspond in height to that of the larger existing brick buildings in the Showplace Square area. Exterior design and facade materials are intended to be complementary to that of older brick structures in the area. The project structures would differ in scale from existing lowrise buildings on adjacent blocks in the Showplace Square area. The 80 ft.-tall portion of the hotel would be comparable in height to the Takahashi building. Other larger structures in the area include: the Galleria building, the Gift Center, the Showplace Design Center and the Baker Hamilton building.

The project would require the demolition of four structures. None are included in the 1983 preliminary survey by the Foundation for San Francisco's Architectural Heritage of the South of Market, or rated in the 1976 Department of City Planning Architectural Inventory. The Contract Center I building, adjacent to and east of the project site, would be joined to the proposed Contract Center II building by a double-height, enclosed pedestrian exhibit/gallery arcade, and by a pedestrian bridge between the top floors of the two buildings. The recently renovated Contract Center I building was rated "B" in the preliminary Heritage survey, and "4" in the Department of City Planning Inventory.

CULTURAL RESOURCES

The project site vicinity was occupied by Native American agricultural and occupation settlements during the Spanish-Mexican Period. During the Gold Rush Period, businesses associated with ship building were located about three blocks east of the site; several Chinese-owned businesses were also located in the vicinity of the site during this era. A number of industrial and commercial establishments occupied the project site during the City Building Period (1858 - 1906); elements of this era from all over San Francisco were deposited as fill on the site after the 1906 earthquake and fire. Excavation for foundations and the subsurface level of the project would disturb soils probably not exposed since the 1860's. Cultural remains from the Spanish-Mexican, Gold Rush, and City Buildings Periods which remain on the site, if any, could be irretrievably damaged by excavation activities.

TRANSPORTATION, CIRCULATION AND PARKING

No street, lane closures or detours would be necessary during project construction. The Eighth Street sidewalk fronting the project site would need to be closed and a protected walkway provided. Construction activities during the 18-month period would generate an average of five to ten truck round trips per day, with an estimated maximum of about 30 round trips per day. No substantial traffic effects are expected due to cumulative construction activities.

The project would generate about 3,120 person trips per day, and about 1,720 vehicle trips per day, which would be about 320 more vehicle trips than generated by existing uses on the site. About 93 new outbound vehicle trips would occur during the p.m. peak period, and 98 new outbound vehicle trips would occur during the p.m. peak hour. The reason for a greater number of new peak hour trips than peak period trips is that the existing and proposed land uses have vastly different peaking characteristics.

The project would provide about 460 parking spaces on non-event days, and about 360 spaces on event days. Estimated parking demand from the project and from users of spaces lost as a result of the project would be about 530 spaces on days without events (wholesale trade shows) and about 665 spaces on days with events. The latter would result in an unmet demand of about 300 spaces. Under the existing City Planning Code, the project would have a parking requirement of 406 spaces.

The proposed project would generate a large number of pedestrian trips on the surrounding sidewalks during peak periods on event days. Sidewalk operations (pedestrian movements), currently hampered by inadequate sidewalk facilities, would be "impeded" on Eighth Street, and "unimpeded" on Townsend Street, on event days.

The project would add about 90 outbound trips to Muni during the p.m. peak period. These trips would be expected to use the 19-Polk line to connect with other Muni lines, BART, and other transit agencies.

Cumulative transportation impacts have been calculated using local cumulative developments. These developments, including that from the proposed project, would reduce the roadway Level of Service (LOS) during the p.m. peak hour on nearby freeway

on-ramps from E to F. The project would result in an increase in the volume-to-capacity ratio at the Townsend/Seventh Streets intersection, lowering the level of service, from "C" to "D."

AIR QUALITY

The project would result in an increase of about 320 vte per day in the project area. Air quality impacts on local intersections and freeway on-ramps would not be measurable. Project construction would result in emissions of total suspended particulate (TSP), which, together with cumulative development, could increase the frequency of violations of the state TSP standard in San Francisco.

WIND

The project would not be expected to have a significant effect on existing wind patterns in the area.

CONSTRUCTION NOISE

Construction activity would increase noise levels in the area for about 16 months. The project would probably require pile driving during foundation preparation, which could be annoying to adjacent and nearby building occupants and users. The City's Noise Ordinance would require the use of relatively quiet pile drivers and, with the effects of intervening buildings taken into account, the noise impact would be limited to approximately a 500- to 1,000-foot radius.

HAZARDS

Between 1869 and 1892, the eastern portion of the project site was occupied by a chemical works. Substances which were manufactured and stored at the works, and which could remain beneath the fill layer deposited on the site soon after 1906, include nitric and sulphuric acids and are identified as Hazardous or Extremely Hazardous materials according to identification criteria of Title 22 of the California Administrative Code. During excavation for the project, contaminants which could remain in the fill layer on the site would be exposed to the atmosphere, and could become airborne. Construction workers at the site and persons outdoors in the vicinity of the site could be exposed to these airborne contaminants.

The project sponsor commissioned an analysis of soils at the site, specifically to determine the presence of acids and their residual compounds in the portion of the site formerly occupied by the chemical works. The analysis revealed no hazardous levels of pollutants.

GROWTH INDUCEMENT

The project would add a 274-suite hotel, about 20,700 square feet of retail space, four auditoriums, 411,500 square feet of mart space and about 460 parking spaces on non-event days. The Showplace Square Area has undergone a transition in uses from industrial to showroom and wholesale design. The project would be a part of this change, and could in conjunction with other proposed, and recently constructed (and renovated) projects, encourage further development in the area. The proposed height reclassification could also encourage further development.

C. MITIGATION MEASURES

Major mitigation measures included in the proposed project are listed below.

- The project sponsor would participate, in an equitable manner, in the support of a shuttle transportation system within the Showplace Square Area, if so proposed.
- To encourage transit use and carpools, a "transportation broker" would be designated to coordinate a transportation management program.
- The project sponsor would require the project contractor to muffle and shield intakes and exhaust, and use electric-powered, rather than diesel-powered construction equipment, as feasible, so that noise would not exceed limits stated in the City's Noise Ordinance (Article, San Francisco Administrative Code, 1972).
- The sponsor would retain the services of an archaeologist. The Environmental Review Officer (ERO) in consultation with the President of the Landmarks Preservation Advisory Board (LPAB) and the archaeologist would determine whether the archaeologist should instruct all excavation and foundation crews on the project

site of the potential for discovery of cultural and historic artifacts, and the procedures to be followed if such artifacts are uncovered.

D. ALTERNATIVES

NO PROJECT ALTERNATIVE

Environmental characteristics of this alternative would be the same as with current conditions plus cumulative development in the Showplace Square area. The existing structures on the site would be retained. (Yellow Cab Co. planned to relocate, independent of this project.) This alternative would preserve options for future development at the site.

REDUCED-DENSITY ALTERNATIVE

A four-story hotel (Showplace Square Inn) containing 195 guest rooms (about 80 less than the project), ground-floor retail and circulation space; a three-story Trademart with about 63,300 gross square feet less mart space than with the project, ground floor retail and one underground parking level with 196 spaces, a three-story Contract Center II with about 83,600 gross square feet less mart space than the project, ground floor retail and one underground parking level with 166 spaces. The Showplace Market Center (Showplace Square Inn and Trademart) and Contract Center II (with Contract Center I) would each have an FAR of about 2.4:1. The buildings would be 40 feet tall; the hotel would not include setbacks.

The hotel use in this alternative would require Conditional Use authorization, as would the project. However, this alternative would conform to the existing height limit (40 feet) on the project block, and would not require a variance from the parking requirement.

Transportation, circulation, parking and air quality impacts would be proportionately less (about 40%) than those of the project. Construction noise and other impacts would be as for the project. This alternative would provide employment for about 423 persons, about 197 fewer than would the proposed project.

NO CLOCK TOWER OR SPIRE ALTERNATIVE

The building design and height and bulk characteristics of the Trademart and Contract Center II buildings would be identical to those of the proposed project. The design of the Showplace Square Inn would also be identical, except the southwestern corner of the hotel, which would not be capped with a clock tower or spire. The hotel would, therefore, have a maximum height of 80-ft. at the southwestern corner of the site, as compared to 120-ft. for the proposed project with a clock tower or spire.

The southwestern corner of the hotel portion of this alternative would be less visible from mid-range views than the proposed project. Land use, archaeological, cultural resources, transportation circulation, parking, air quality, noise and hazard impacts of this alternative would be the same as for the proposed project.

The alternative would provide employment for the same number of persons (about 620) as would the project.

II. PROJECT DESCRIPTION

A. PROJECT SPONSOR'S OBJECTIVES

Bay West Development Company proposes to construct three adjoining buildings on the project site: a four-to-eight story hotel structure with ground-floor retail and restaurant space (Showplace Square Inn); a four-story showroom mart, auditorium and parking garage complex with ground-floor retail (Trademart); and a five-story showroom building (Contract Center II), which would be joined to an existing four-story showroom building (Contract Center I). The project sponsor is requesting a height reclassification for the project site. Showplace Square Inn and Trademart together would make up Showplace Market Center. The project site is located on the southern half of the block bounded by Brannan, Seventh, Townsend, and Eighth Streets in San Francisco. The architects for the Showplace Market Center are Frizzell Hill Moorhouse, San Francisco. The architects for Contract Center II are Kaplan/McLaughlin/Diaz, San Francisco. The project sponsor's objectives are to provide high quality wholesale design showroom and mart space in a suitable location for the wholesale design trade; to provide high-quality hotel space for visitors to the Showplace Square Area; and to visually enhance the Showplace Square Area with unique and complementary building designs.

B. PROJECT LOCATION

The proposed project would be located on Lots 5, 6, 8 and a portion of Lot 7 of Assessor's Block 3783, in the City and County of San Francisco. The site covers most of the southern half of the block bounded by Brannan, Seventh, Townsend, and Eighth Streets (see Figures 1 and 2, pp. 10 and 11). The 206,250-square-foot project site fronts Townsend and Eighth Streets, and is about one-half block east of U.S. 101 and I-80.

The proposed Showplace Market Center would be constructed on a 151,250-square-foot portion of the project site. Two existing buildings, the one-story May's restaurant building and a two-story building containing Yellow Cab Co. administrative offices, would be demolished, and the Yellow Cab Co. vehicle maintenance, gas pumping, and vehicle

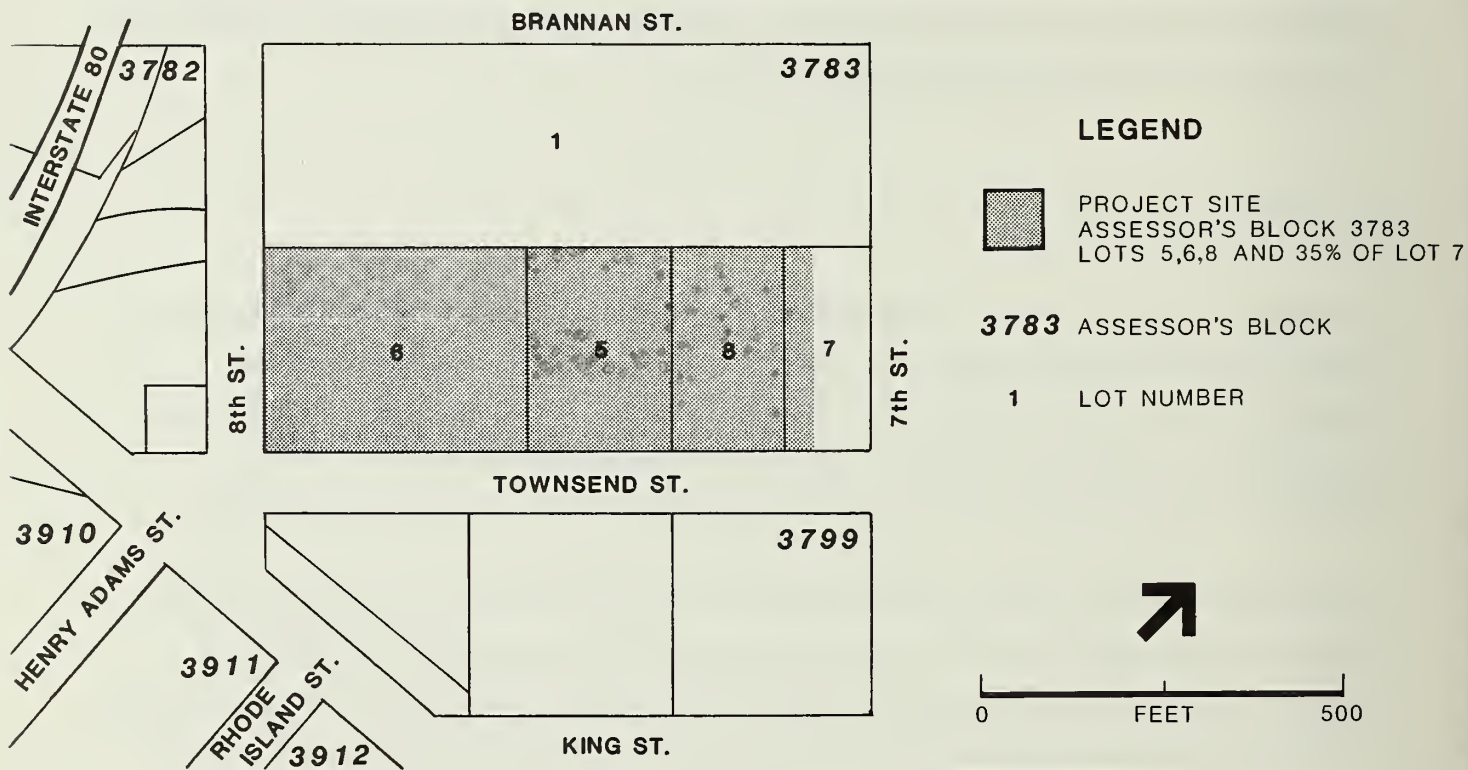


FIGURE 1
PROJECT LOCATION

SOURCE: ESA

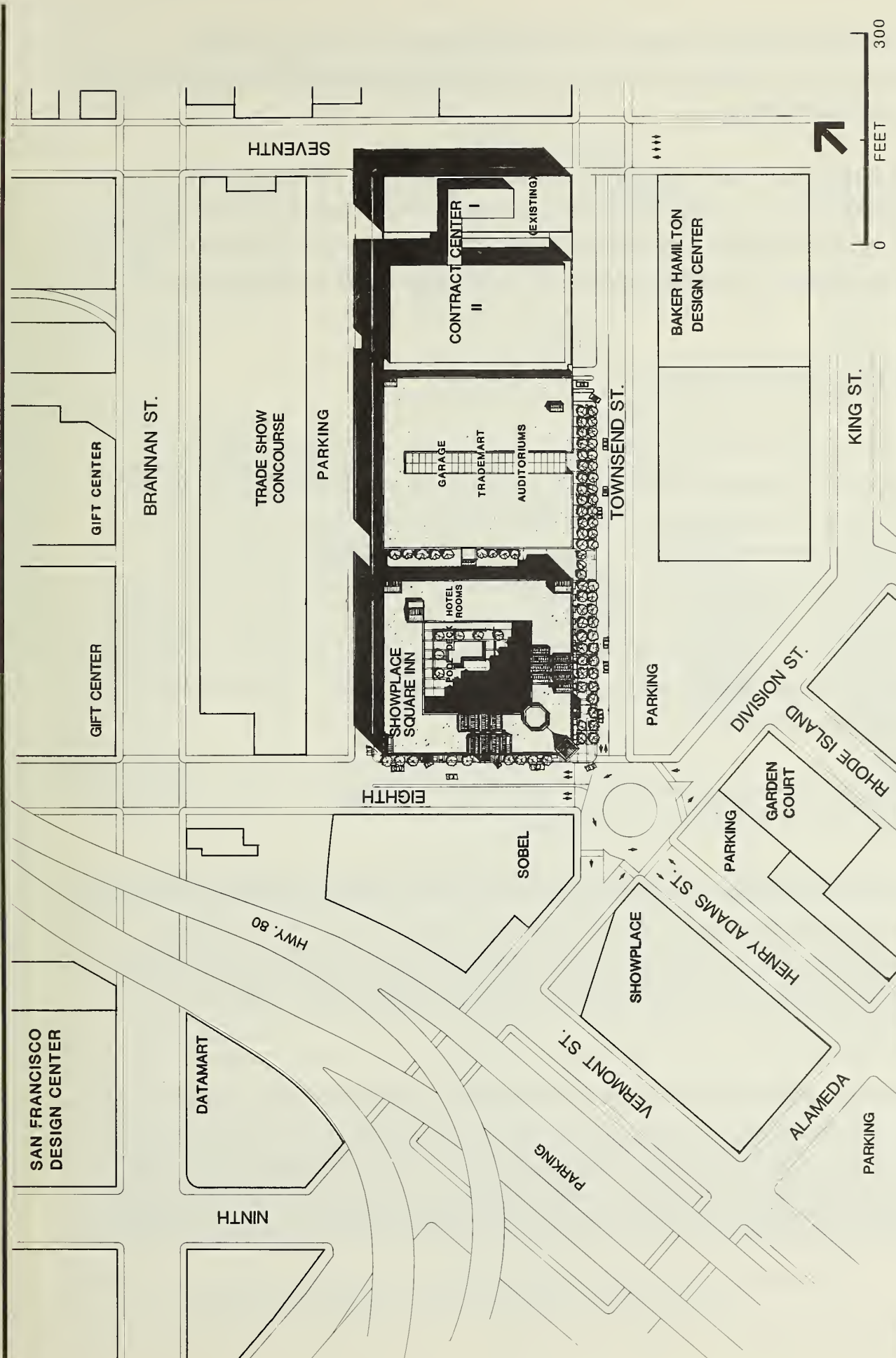


FIGURE 2
SITE PLAN
SHOWPLACE MARKET CENTER /CONTRACT CENTER II

SOURCE: Frizzell Hill Moorhouse and Kaplan/McLaughlin/Diaz

storage facilities would be removed. The proposed Contract Center II would be constructed on the remaining 55,000 square feet of the project site; the existing storage shed would be demolished.

The site is in an M-2, Heavy Industrial Use District; the project would require Conditional Use authorization for the proposed hotel use in this District. The 40-X Height and Bulk District for the site allows a maximum height of 40 feet; in an X-Bulk District, there are no bulk requirements for buildings where the lateral slope of the site is less than five percent.

C. PROJECT CHARACTERISTICS

Project characteristics are summarized in Table 1, p. 13. The project would consist of three buildings: Showplace Market Center would include two buildings, one of which would be the 274-suite Showplace Square Inn with ground floor retail; while the other building (Trademart) would house a mart showroom, four auditoriums and parking for 292 cars (located on the ground floor and in the basement). Contract Center II would adjoin Showplace Market Center and would include commercial furniture showroom space and parking for 166 cars (located in the basement). Contract Center I, an existing, recently renovated structure with showroom space, is adjacent to the east of (and would adjoin) the proposed Contract Center II.

Figure 3, p. 14, shows the Townsend Street elevation of the project. Figures 4 to 8, pp. 15 to 19, show project plans and cross sections.

The basic allowable Floor Area Ratio (FAR), the ratio of building floor area to site size, is 5.0:1 for the project site. The FAR of the project would be 3.1:1 for the proposed Showplace Market Center, and 4.1:1 for the proposed Contract Center II, including the existing Contract Center I. The combined FAR for the project plus Contract Center I would be about 3.3:1.

The Showplace Square Inn would be a graduated four- to eight-story (40- to 80-foot-tall) building. The southwestern corner of the hotel at the Eighth/Townsend intersection would be eight stories tall (80 feet) and would step down to four stories along the Townsend Street and Eighth Street frontages. On the ground level, the hotel would contain about 4,100 gross square feet of restaurant and bar space; about 4,000 gross square feet of retail

TABLE 1: PROJECT CHARACTERISTICS

	<u>Showplace Market Center</u>		
	<u>Showplace</u>		<u>Contract</u>
<u>HEIGHT (ft.)</u>	<u>Square Inn</u>	<u>Trademart</u>	<u>Center II</u>
Allowable	40	40	40
Proposed Allowable/a/	65-80 /b/	65	65
Project	40-120 /b/	65	65
Allowable FAR		5.0:1	5.0:1
Project FAR		3.1:1	4.1:1 /c/
SITE SIZE:	151,250 sq. ft.		55,000 sq. ft.
TOTAL SITE SIZE		206,250 sq. ft.	
<u>PROPOSED FLOOR AREA (gross sq. ft.)</u>			
	<u>Showplace Market Center</u>		
	<u>Showplace</u>		<u>Contract</u>
	<u>Square Inn</u>	<u>Trademart</u>	<u>Center II</u>
			<u>Total</u>
			<u>Project</u>
Basement	-	69,300 /d/	50,000 /d/
Ground Floor	45,600 /e/	64,500 /f/	49,500 /g/
Second Floor	44,400	63,300	43,900
Third Floor	44,400	63,300	43,900
Fourth Floor	44,400	63,300	43,900
Fifth Floor	16,700		39,700
Sixth Floor	15,500		
Seventh Floor	14,000		
Eighth Floor	13,500		
TOTAL	238,500	323,700	270,900

/a/ Requested zoning for site is 65-D, CU authorization would be required for height above 65 feet up to 80 feet with architectural features (subject to bulk limits) up to 120 feet.

/b/ At the southwest corner of the site, the hotel would be stepped back at 10-foot increments, from the top of the fourth floor (40 feet in height) to the top of the eighth floor (80 feet in height), and would be capped by a 40-foot clock tower or spire, for a total height of 120 feet. The additional height above 65 feet would be subject to Special Use Authorization.

/c/ Includes Contract Center I, as it is partially located on the same lot as Contract Center II.

/d/ Mainly parking; some mechanical and storage space (this space does not count against the FAR).

/e/ Includes 8,100 gross square feet retail, 3,700 gross square feet of meeting rooms and 9,800 gross square feet of mechanical, building storage and employee space.

/f/ Includes 9,000 gross square feet retail, 20,300 gross square feet of auditorium space and 30,800 gross square feet of parking (parking space does not count against the FAR).

/g/ Includes 3,600 gross square feet retail and 5,200 gross square feet of meeting rooms.

SOURCE: Environmental Science Associates, Inc., Frizzell Hill Moorhouse, San Francisco, and Kaplan/McLaughlin/Diaz, San Francisco

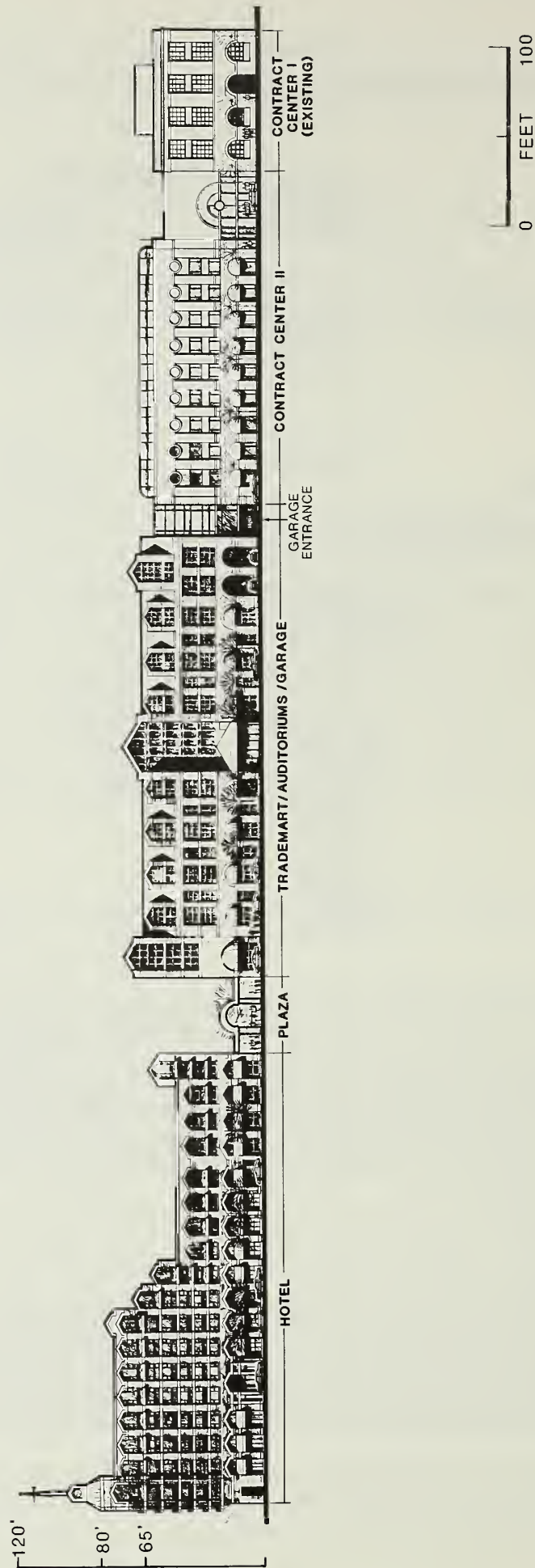


FIGURE 3
TOWNSEND STREET ELEVATION
SHOWPLACE MARKET CENTER/CONTRACT CENTER II

SOURCE: Frizzell Hill Moorhouse and Kaplan/McLaughlin/Diaz

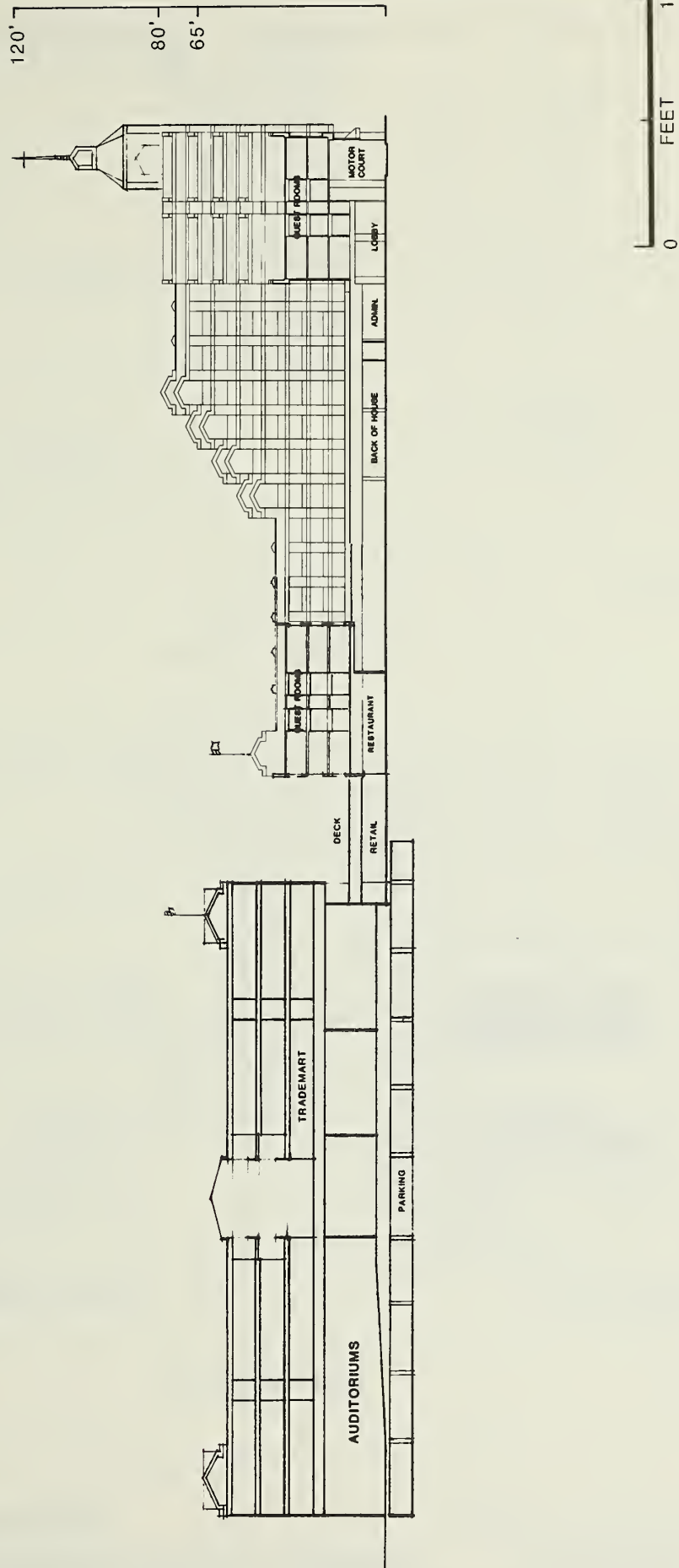


FIGURE 4
SHOWPLACE MARKET CENTER
BUILDING SECTION

SOURCE: FRIZZELL HILL MOORHOUSE

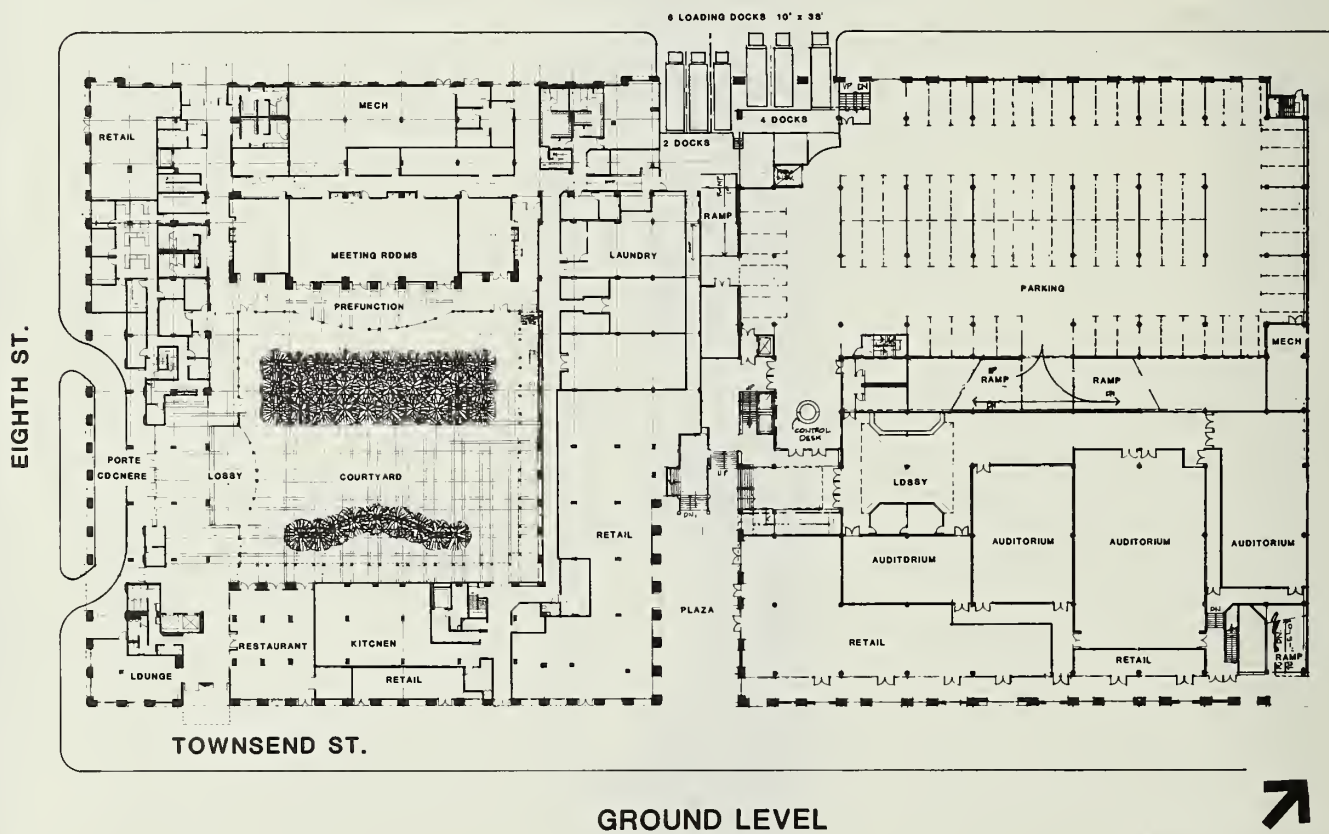
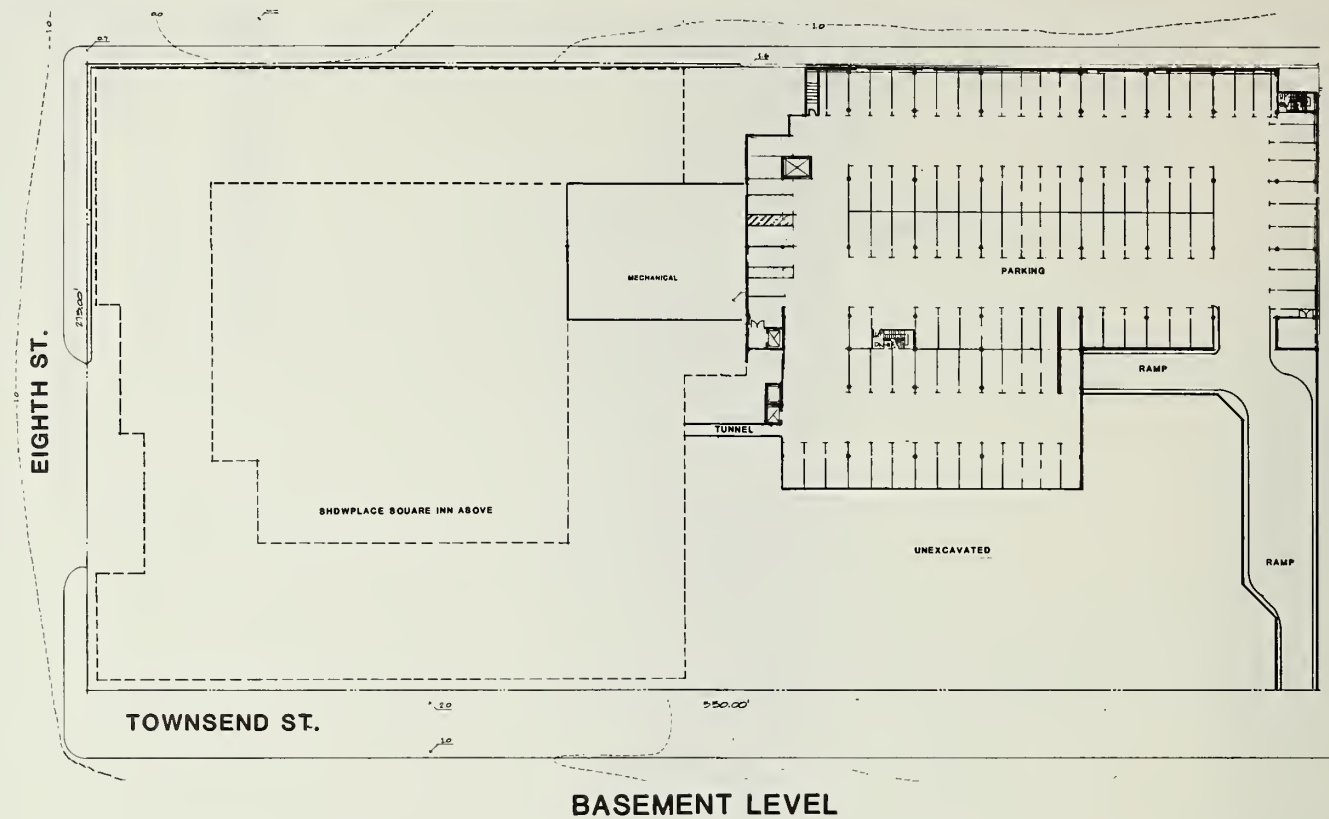
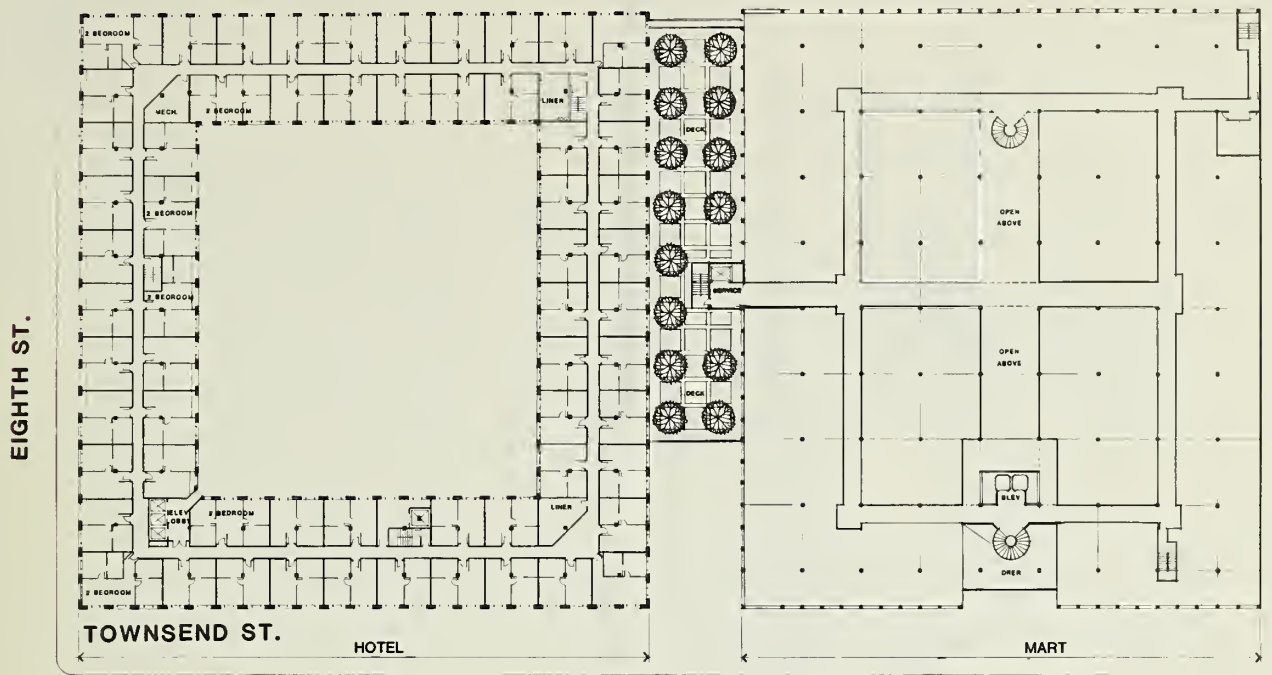
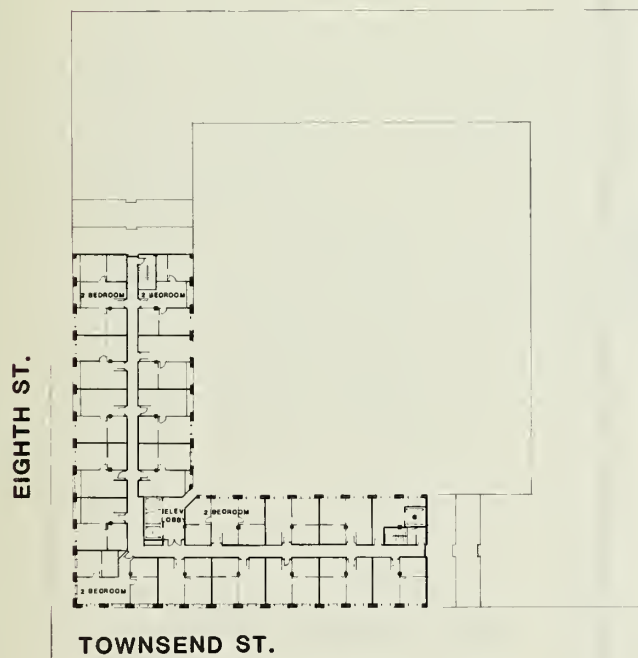


FIGURE 5
SHOWPLACE MARKET CENTER
BASEMENT LEVEL PLAN AND GROUND FLOOR PLAN

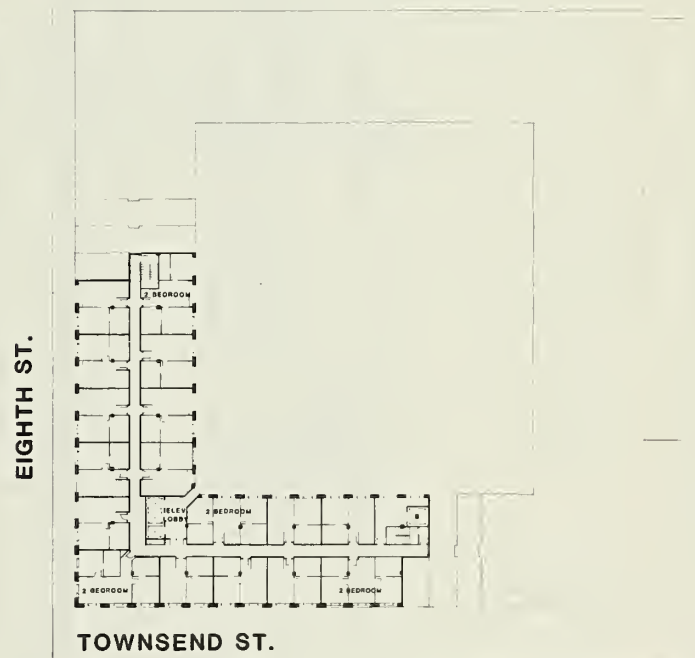
SOURCE: FRIZZELL HILL MOORHOUSE



SECOND FLOOR



SEVENTH FLOOR



EIGHTH FLOOR



FIGURE 6
SHOWPLACE MARKET CENTER
SECOND FLOOR PLAN

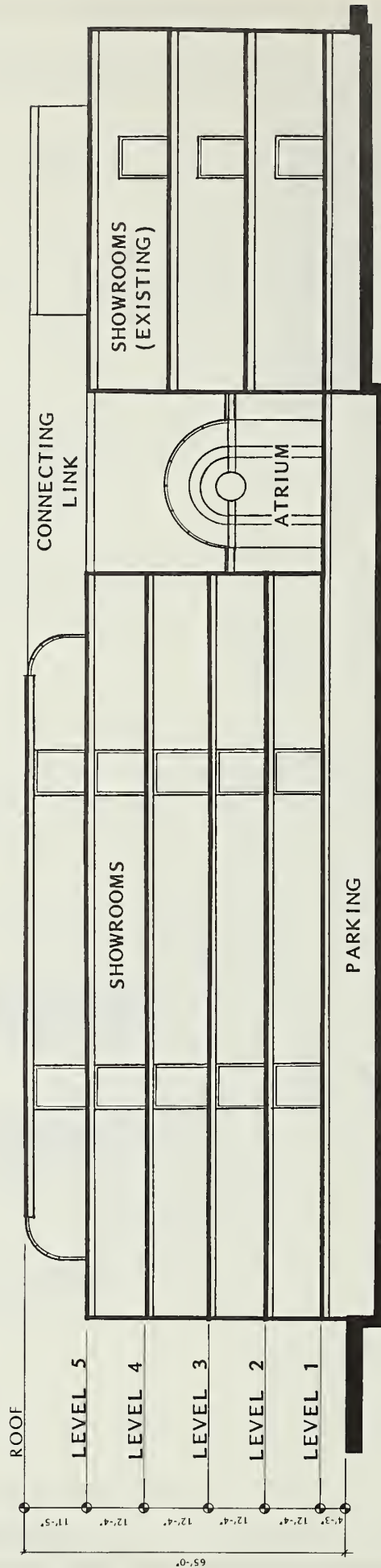
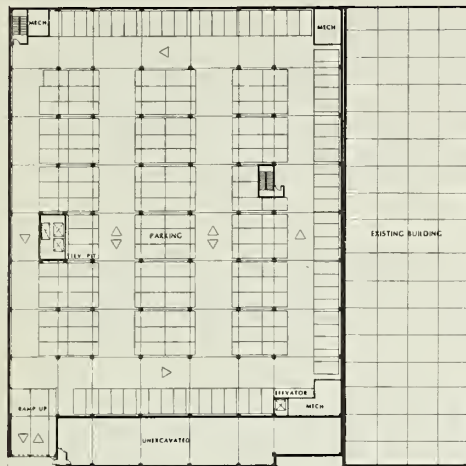
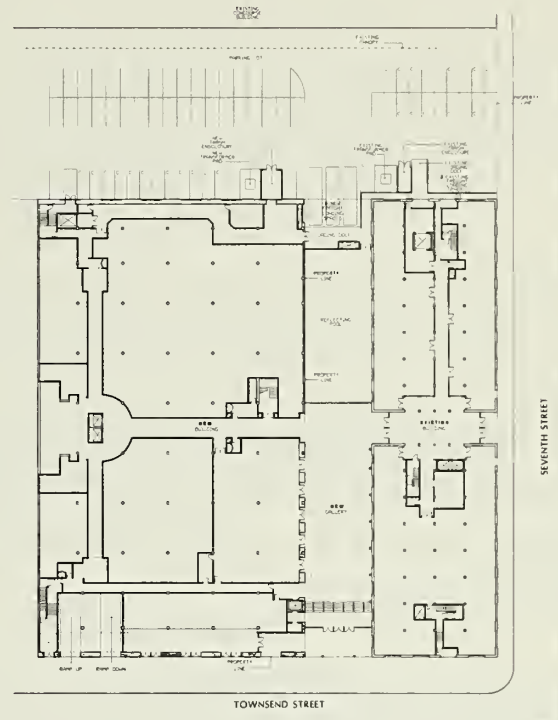


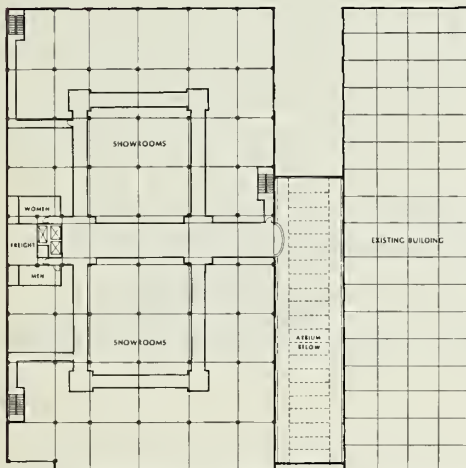
FIGURE 7
CONTRACT CENTER II
BUILDING SECTION



BASEMENT LEVEL



GROUND FLOOR



TYPICAL UPPER FLOOR



FIGURE 8
CONTRACT CENTER II
BASEMENT LEVEL PLAN, GROUND FLOOR PLAN
AND TYPICAL UPPER FLOOR PLAN

SOURCE: KAPLAN/McLAUGHLIN/DIAZ

space; about 3,700 gross square feet of meeting room space; about 9,800 gross square feet of mechanical, building storage and employee space; and about 6,500 gross square feet of lobby and pedestrian circulation space. The second, third, and fourth floors would each contain about 44,400 gross square feet of guest rooms and pedestrian circulation space. The fifth, sixth, seventh, and eighth floors would be stepped back at 10-foot height intervals and would contain about 16,700, 15,500, 14,100, and 13,500 gross square feet of guest room and pedestrian circulation space. A 40-foot clock tower would cap the 80-foot-tall southwest corner of the hotel, rising to a total height of 120 feet.

The main pedestrian and motor vehicle access to the hotel would be from the ground-floor motor court, with a separate pedestrian entrance and exit on Eighth Street. Freight loading would occur on the ground-floor level on the northeasterly corner of the hotel, and would be accessible from a private access road which would run mid-block between Seventh and Eighth Streets. An open air pedestrian plaza would connect the hotel to the Trademart building and would provide access to the Trademart lobby and retail space in the mart complex.

The Trademart building, which would be located adjacent to and east of the Showplace Square Inn, would be a four-story, 65-foot-tall building, containing, on the ground floor, about 20,300 gross square feet of auditorium space; about 2,400 gross square feet of lobby space, about 9,000 gross square feet of retail space, and about 30,800 gross square feet of parking space (96 spaces). The second through fourth floors would each contain about 63,300 gross square feet of mart showroom and lobby space. There would be one subsurface level, containing 196 parking spaces. Vehicle access to the sub-surface parking garage would be from mid-block on Townsend Street; vehicle access to ground-floor parking would be from mid-block on a private access road which would be accessible from Eighth Street.

Contract Center II would be located immediately east of the Showplace Market Center; it would be a five-story, 65-foot tall building, and would be joined to the existing Contract Center I building by a two-story, glass-roofed arcade, and by a pedestrian bridge joining the top floors of both buildings. Contract Center II would contain, on the ground level, about 40,700 gross square feet of showroom and pedestrian circulation space, about 5,200 gross square feet of meeting room space, and about 3,600 gross square feet of retail space. The second through fourth floors would each contain about 43,900 gross square

feet of showroom space; the fifth floor would contain about 39,700 gross square feet of showroom space, for a total of 220,900 gross square feet. The basement level would contain 166 parking spaces; vehicle access to the parking garage would be from mid-block on Townsend Street.

The facades of the project (both Showplace Market Center and Contract Center II) would use materials similar to those of existing structures in the vicinity of the site. The three structures would be clad with hand-laid brick and industrial sash-style glazing. The facades would also incorporate concrete or masonry lintels and window sills, recessed windows and entrances, and arches over windows and entries at the ground-level. Awnings are also proposed at ground-level (window and entry) openings throughout the project.

As part of the development agreement for the proposed project, the project sponsor is constructing new facilities at 1200 Mississippi Street, San Francisco, for Yellow Cab administrative offices, vehicle storage and maintenance facilities.

D. PROJECT SCHEDULE, COST AND APPROVAL REQUIREMENTS

The project sponsor anticipates environmental review, project review, and detailed design to be completed in fall of 1986. Pending approval of the project and issuance of building permits, demolition and construction would take about 18 months. The duration of each activity would be as follows/1/:

Site Demolition and Clearance	4 Weeks
Excavation/Foundation	12 Weeks
Construction	72 Weeks
Interior Finishing	24 Weeks

COST

Estimated construction cost of the project would be about \$56 million (1986 dollars), including demolition, excavation, building shell, and interior finishing. Replacement cost for the entire project, including architectural and engineering fees, and tenant improvements, would be about \$85 million.

APPROVAL REQUIREMENTS

Following a public hearing before the City Planning Commission on the Draft EIR, response to written and oral comments will be prepared. The EIR will be revised as appropriate and presented to the City Planning Commission for certification. No permits may be issued before the Final EIR is certified.

The proposed hotel use would require Conditional Use authorization in the M-2 District. The sponsor is proposing, as part of the project, a height reclassification from 40-X to 65-D with an additional limit up to 80 feet subject to Conditional Use authorization by the City Planning Commission. The rezoning proposal contains a special provision for architectural features, (such as clock towers, spires or sculptures) up to a height of 120 feet. A 65-D height and bulk district would have no bulk restrictions other than those for architectural features.

The project sponsor would seek a variance from parking requirements for event days (when booths would occupy about 96 parking spaces). The City Planning Code would require 406 spaces, and the project would only provide 362 space on event days (although it would provide about 460 spaces on non-event days). If the sponsor did not propose to put booths in the parking spaces on event days, no variance would be required.

The City Planning Commission would hold a public hearing to consider the project's application for height reclassification and Conditional Use authorization in accordance with Section 303 of the Planning Code and, adopt a motion recommending either approval, approval with conditions, or disapproval of the project. Pending project approval by the City Planning Commission and the Board of Supervisors, the project sponsor would obtain demolition, building, and related permits from the Central Permit Bureau of the Department of Public Works. If the height reclassification were approved by the Board of Supervisors, the Mayor's signature would be needed to place the reclassification into law within 30 days.

As of April, 1986, no applications for site permits or demolition permits for the project have been filed with the Central Permit Bureau.

NOTE - Project Description

/1/ Peter Mason, Frizzell Hill Moorhouse, letter, November 18, 1985; Ed Tanovitz, Kaplan/McLaughlin/Diaz, letter, November 19, 1985.

III. ENVIRONMENTAL SETTING

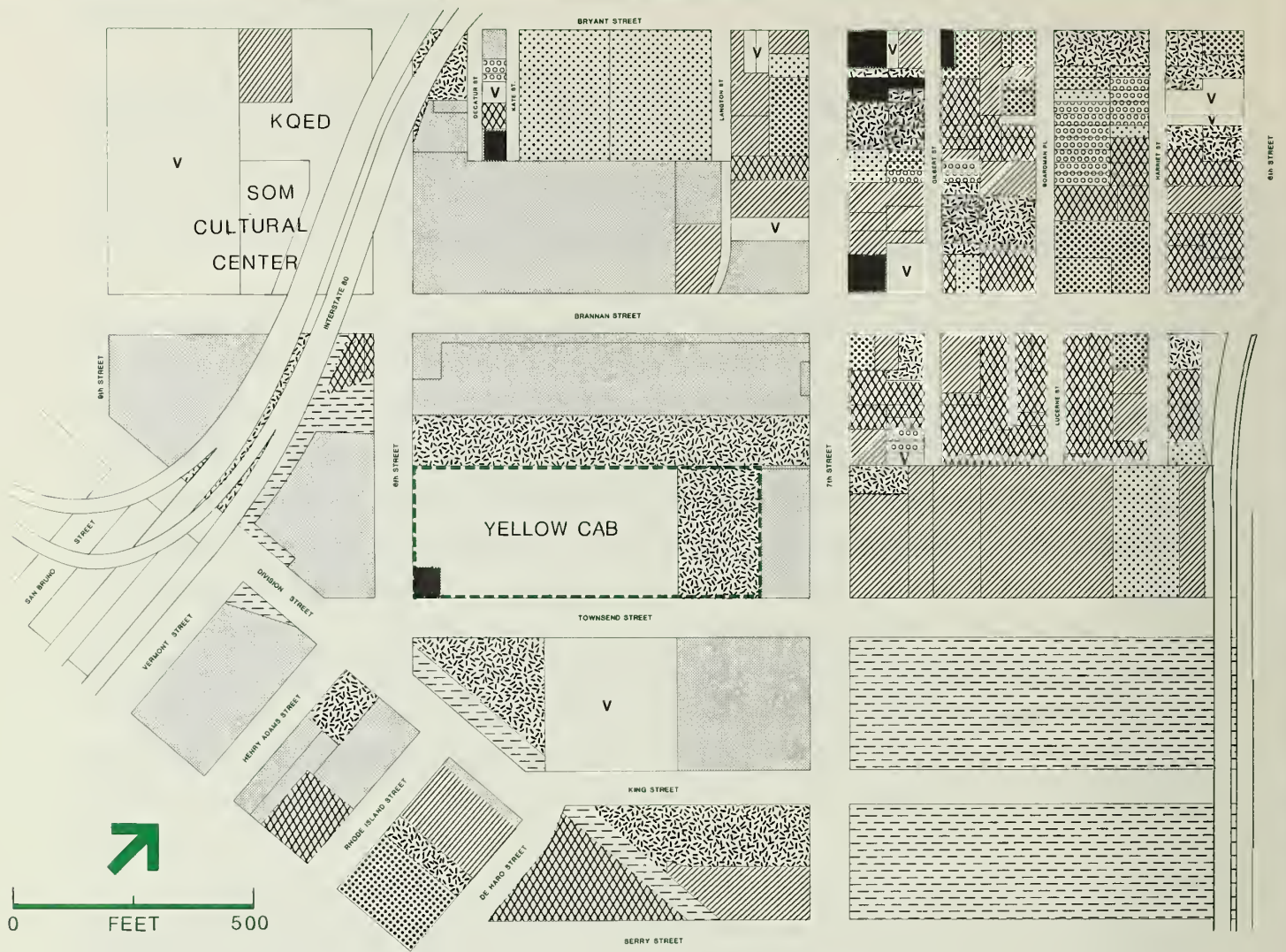
A. LAND USE AND ZONING

LAND USE

The project site is located in the center of the Showplace Square Area, at the northern base of Potrero Hill, about one-half block east of the junction of the James Lick and Central Skyways (U.S. 101 and I-80 freeways). The area is adjacent to the proposed Mission Bay project, located due east and south of the Showplace Square Area. Other neighboring districts include the Inner Mission, to the south and west, and the South of Market, to the north. The approximate center of Showplace Square, at the intersection of Eighth/Townsend/Division and Henry Adams Streets, is located about one mile southeast of the San Francisco Civic Center, and about one and one-half miles southwest of the downtown retail business district. The project site vicinity does not contain any outdoor public or private open space.

The project site currently contains a two-story building housing the Yellow Cab administrative offices, and maintenance facilities, a covered gas pump area, and a large paved storage lot for about 500 vehicles. The site also has a one-story restaurant on the corner of Eighth and Townsend Streets (May's Cafe), and a large metal storage shed at the eastern end of the site. The remainder of the site is paved and used for vehicle storage. Existing land uses in the project area are shown in Figure 9, p. 24.

The project site covers most of the southern half, except for the existing Contract Center I building, of Assessor's Block 3783, bounded by Eighth, Townsend, Seventh and Brannan Streets. To the north of the project site on the same block is the Trade Show Concourse Building, a glass and steel exhibition hall which extends the length of the block and fronts on Brannan Street. A strip of parking separates the project site from the Trade Show Concourse building; loading docks flank the north side of the Concourse building along Brannan Street. Abutting the project site on the east is Contract Center I,



LEGEND

	SHOWPLACE ACTIVITY
	OFFICE
	COMMERCIAL/RESTAURANT
	SERVICE
	HOUSING/RESIDENTIAL

----- SITE BOUNDARY

	WHOLESALE
	LIGHT INDUSTRIAL
	RAILROAD USES
	PARKING
	VACANT

FIGURE 9
EXISTING LAND USES

a converted four-story brick warehouse, housing showrooms which exclusively handle commercial (contract) design products.

Historically, the project area has been an industrial district. Over the past fifteen years the area has transformed into a wholesale design and showroom district. Once located in Jackson Square next to the Financial District, wholesale furniture dealers and designers began to locate elsewhere in the city due to the expansion of the Financial District in the early 1970s. Some, such as Decorators Walk and Cal-Pacific Furniture, chose to locate in the Showplace Square Area.

Henry Adams was the first to move his business to this industrial/warehouse district, when in 1972 he converted the Dunham and Carrigan building into the Showplace Design Center. Since then the area has grown and expanded its wholesale showroom activities to include other products such as gifts, jewelry and computers. It has become the regional center for wholesale design activities.

On the block west of the project site (east of U.S. 101), is a large warehouse which is being converted into about 80,000 square feet of showroom space (Sobel, Inc.). This space is expected to be available in December 1986. On the other side of U.S. 101, is the recently completely Data Mart which houses wholesale showrooms for high-technology / computer products. To the north of the project site, at the corner of Eighth and Brannan Streets is the Gift Center, a four-story structure containing wholesale gift and jewelry showrooms.

Buildings in the site vicinity, such as the Gift Center, the Galleria, the Showplace Design Center, Showplace West, and Contract Center I, have been recently converted from light industrial uses to wholesale design showroom uses. The Showplace Design Center, the Galleria, Garden Court, 100 Kansas Street, and other wholesale design showrooms are located to the south and southwest of the project site. Other buildings in the site vicinity, such as the Baker-Hamilton Building, are partially or completely vacant.

The Showplace area has about 105 developed parcels containing a total of 4.3 million gross square feet of building area (including buildings under construction). The main land use activity is wholesale design/furniture trade for the interior design industry. The area also has wholesale showrooms to service the giftware, jewelry, and computer industries. Wholesale sales activities comprise 58% of the area's existing land use activity, with

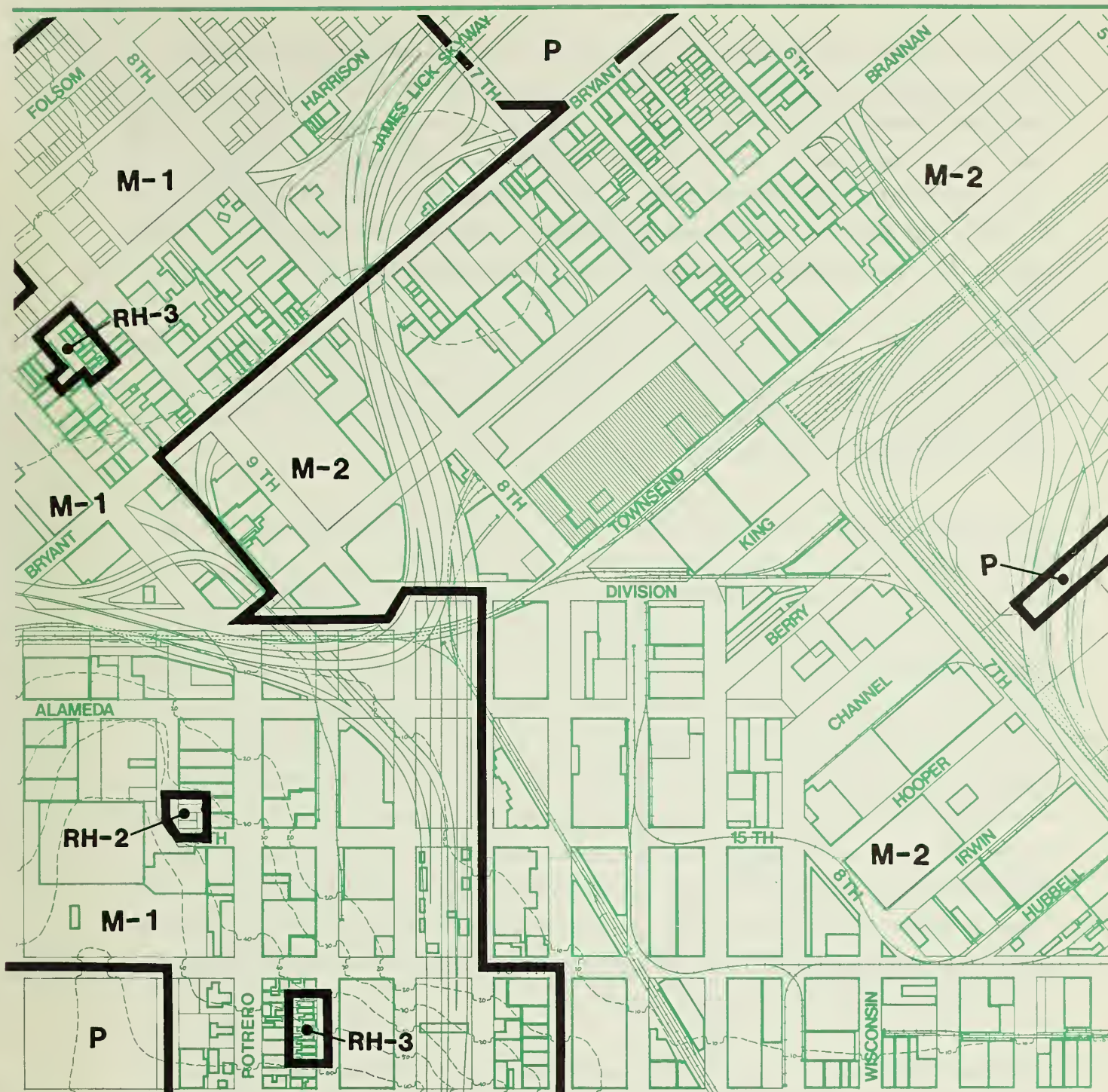
other uses such as manufacturing, retail and services making up the remaining 42%. No other single land use in the project area makes up more than seven percent of the area's total land use./1/ Many land uses surrounding the project site are in some way related to the wholesale design/furniture/gift/computer industries.

Located in the immediate vicinity of the project site are five showroom space development projects either recently completed or under construction: Gift Center expansion at 808 Brannan at Seventh Street (104,000 net square feet), Western Can Company renovation (136,000 net square feet), 444 De Haro (35,000 net square feet of showroom space), and Data Mart I (124,000 net square feet). Baker, Knapp & Tubbs recently opened another showroom on the block bounded by Rhode Island, 15th, De Haro and 16th Streets. The San Francisco Design Center, a 300,000-square-foot showroom facility with about 380 parking spaces, is proposed at Brannan and Ninth Streets. This project is under formal environmental review by the Department of City Planning.

Land uses surrounding the project site but not related to wholesale showroom activities include a wide variety of industrial uses such as ice manufacturing, solid-waste disposal, gravel/building supplies, and meat/poultry packers. Cafes and restaurants are scattered throughout the project area, as are retail-service and nighttime business uses. There are residential units north of the project site on the side streets, including Harriet and Gilbert Streets and Boardman Place, south of the Hall of Justice at Seventh and Bryant Streets. Two- and three-story apartment buildings are located on Decatur and Kate Streets, one block north of the site. The residential neighborhood of Potrero Hill begins about four blocks to the south of the site.

ZONING

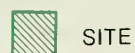
The project site is located in an M-2 (Heavy Industrial) District (see Figure 10, p. 27). Manufacturing and other industrial uses served by rail and water transportation are primary permitted uses in this zoning district. The basic allowable Floor Area Ratio (FAR) for M-2 Districts is 5.0:1. Uses permitted as a principal or conditional use in M-2 districts include residential dwellings and hotels, institutions, retail and service establishments which serve an area greater than their immediate vicinity, professional offices, assembly and entertainment, home and business services, and wholesale and storage.



LEGEND

EXISTING USE DISTRICTS

- M-1** LIGHT INDUSTRIAL
- M-2** HEAVY INDUSTRIAL
- RH-2** RESIDENTIAL HOUSE, TWO FAMILY
- RH-3** RESIDENTIAL HOUSE, THREE FAMILY
- P** PUBLIC USE



SITE



SOURCE: CITY PLANNING CODE

FIGURE 10
SHOWPLACE MARKET CENTER
AND CONTRACT CENTER II
PLANNING CODE USE DISTRICTS

The site is within a 40-X Height and Bulk District; the maximum allowable height is 40 feet, and there are no maximum bulk limits (see Figure 11, p. 29). Immediately east of the project block is a 50-X Height and Bulk District. Building heights in the Showplace Square area range from 15 feet to 88 feet tall. Within a radius of about 1500 feet of the site, approximately 17 buildings in the 40-X Height and Bulk District are taller than the 40 foot height limit; about ten buildings in the 50-X Height and Bulk District are taller than the 50 foot height limit (most of these are north of Sixth Street).

To encourage the trend toward wholesale design/furniture/gift/computer industries, and to preserve the architectural character of the area, the San Francisco City Planning Department is conducting a rezoning study of the Showplace Square area as the second phase of its rezoning study of all industrially zoned land.

The Showplace Square Area Association, a business association consisting primarily of area property owners, tenants and employees, commissioned a report entitled "Showplace Square Area Plan." The report contains recommendations to guide future development of the area, and is to be presented to the San Francisco Department of City Planning for its consideration and review in the formulation of new permanent land use policies for this portion of the City's industrially-zoned lands. The primary purpose of the report is to provide recommendations in four major areas: transportation, land use controls, development potential, and urban design. The report divides the Showplace Square Area into two major geographic areas: a core area and a fringe area. The core area boundaries correspond to the boundaries of the Showplace Square District, as identified in the Showplace Square subarea of the Central Waterfront Element of the Master Plan. The fringe areas are nearby M-1 and M-2 districts with some wholesale activities, which are likely to experience impacts as a result of core area development, and could become part of an expansion of the District in the future.

In addition, the Showplace Square Area Association conducted its own land-use, transportation, and employment surveys. The results of these surveys have been included in the "Proposed Showplace Square Area Plan."

Off-street parking is required for a project based upon the use or activity. The parking requirement for service, repair, or wholesale uses is one space for each 1,000 square feet of occupied floor area, where occupied floor area exceeds 5,000 square feet (Section 151 of the City Planning Code).

NOTES - Land Use and Zoning

/1/ "The Proposed Showplace Square Area Plan," prepared by Reeves Consulting Services for the Showplace Square Association, December 1984.

B. URBAN DESIGN

The Showplace Market Center portion of the project site currently contains a two-story concrete masonry building housing the administrative offices and maintenance facilities of the Yellow Cab Company, a one-story covered metal gas pump structure and a small one-story restaurant (May's Cafe). The Contract Center II portion of the project site contains a metal storage shed and paved parking area for the adjacent Contract Center I. All existing structures and paved areas on the site would be removed prior to construction of the project. There are no historical or architecturally significant buildings on the project site.

The recently renovated (1983) Contract Center I building, adjacent to and east of the project site, is a three-story brick structure constructed in 1911. The building features arched ground-floor windows and doorways, industrial sash glazing, inset framed windows, and restrained cornice detailing. The Trade Show Concourse building to the north of the site is a two-story converted industrial warehouse, constructed of metal and glass. It is separated from the site by a paved parking area.

The project site is located in the approximate center of the Showplace Square Wholesale Design District, which is characterized by structures of a variety of sizes, ages, and architectural styles. The three- to four-story buildings are generally of brick construction, and feature architectural elements such as arched windows and doorways, industrial sash glazing, inset windows, one or more brick cornices, restrained cast-iron ornamentation, and distinctive bases.

The structural features and detailing of the facades of the larger brick buildings in the site vicinity give the buildings shape and definition. The similarity of facade materials and decorative elements of the buildings provides a consistent pedestrian scale in the area. These buildings form the architectural core of the Showplace Square District, and provide a fairly continuous street wall on both sides of Henry Adams/Kansas Street, between Division and Sixteenth Streets, south of the project site. The buildings also

provide a visual anchor to the functional eastern entrance to the District, at the intersection of Seventh and Townsend Streets, immediately east of the site.

Building heights in the project vicinity range from one to five stories (15 to 88 feet). Larger structures are located south of the site along Henry Adams Street; including the 80-foot-tall Takahashi building, the 58-foot-tall Galleria building and the 62-foot-tall Showplace Design Center. Also located south of the site along Seventh, King and Berry Streets are low-rise structures, extensive vacant land, and the structural supports for the I-280 freeway. The Contract Center I building, east of the site, is about 65 feet tall, and the Baker-Hamilton building across Townsend Street from the site is about 55 feet tall. The Gift Center building, located north of the site on Brannan Street (56 feet tall), is surrounded by lower buildings to the north, east, and west, generally one and two stories. One block north and west of the site are the structural supports of the U.S. 101/I-80 freeways.

The San Francisco Department of City Planning conducted a city-wide inventory of significant buildings in 1976. In the 1976 Department of City Planning Architectural Inventory, approximately ten percent of the City's entire stock of buildings were awarded a rating for architectural merit ranging from a low of "0" to a high of "5." The total number of buildings which were rated from "3" to "5" represent less than two percent of the City's entire building stock.

The project site and surrounding area were not included in the 1979 Foundation for San Francisco's Architectural Heritage (Heritage) survey of buildings of architectural and historic merit, as that survey encompassed only the Downtown C-3 zoning districts, which currently ends at Folsom Street. Under contract with the Department of City Planning, Heritage has since expanded its survey boundaries and has given preliminary ratings to buildings in the South of Market area, south of Folsom Street. The survey rated buildings from a high of "A" (highest importance) to a low of "D" (minor or no importance). The criteria used in the evaluation were based on guidelines of the National Trust for Historic Preservation, the National Register of Historic Places, and the State Historic Resources Inventory. These ratings are under review and subject to approval by the Department of City Planning; they have not been officially adopted.

Figure 12, p. 32, identifies those buildings in the project area rated in the 1976 Department of City Planning Architectural Inventory, and the preliminary Heritage Survey.

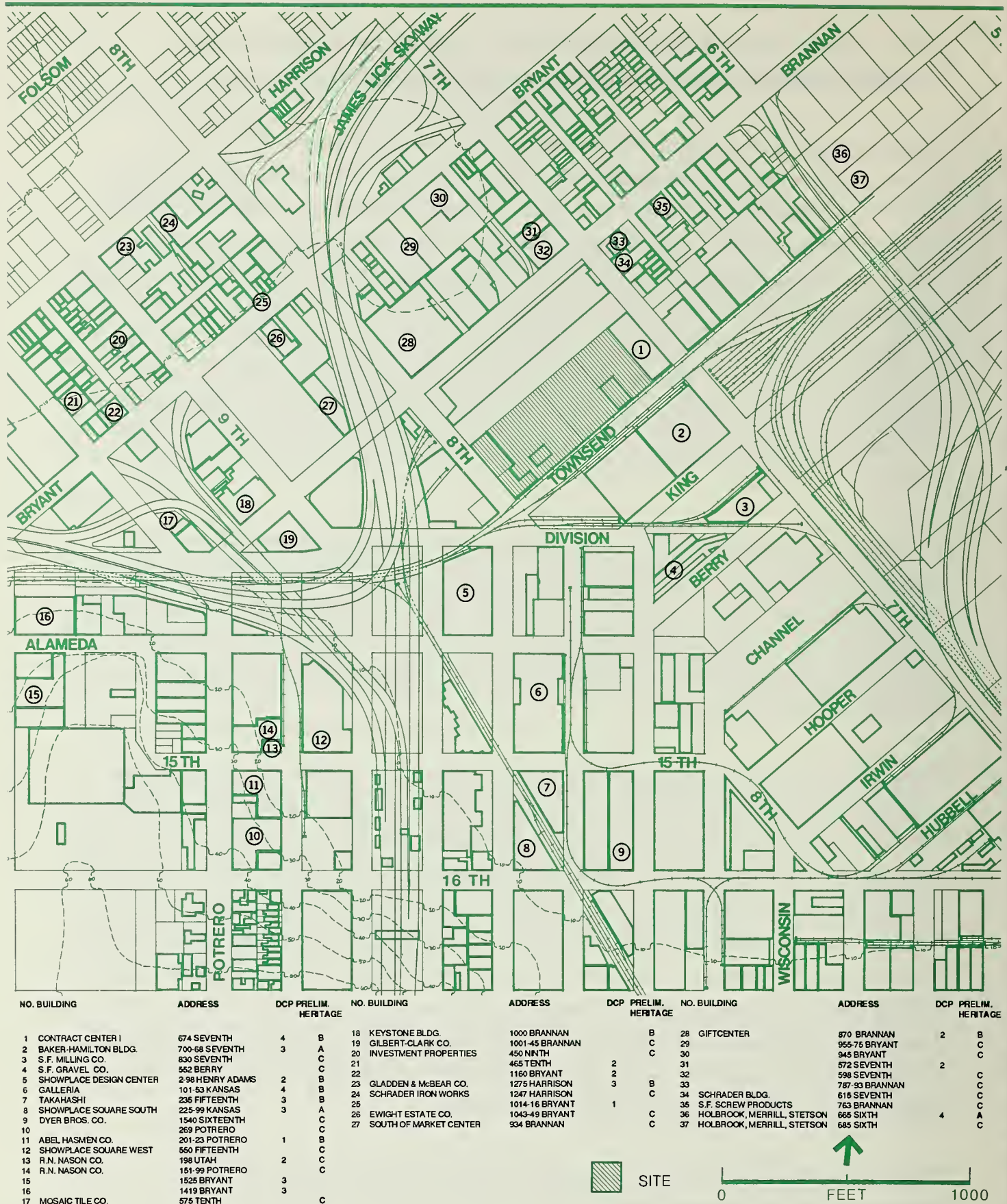


FIGURE 12
ARCHITECTURALLY SIGNIFICANT BUILDINGS
IN THE PROJECT VICINITY

SOURCE: ESA

About 15 buildings within a one- to three-block radius of the project site, including the Contract Center I building adjacent to and east of the site, are rated in the 1976 Department of City Planning Architectural Inventory. About 45 buildings within a one- to three-block radius of the project site, including the Contract Center I building, were included in the preliminary survey by Heritage.

The project site is occupied by four one- to two-story structures built between about 1940 and 1960. No building on the site is rated in either the Department of City Planning's 1976 Architectural survey or the preliminary Heritage survey of the South of Market area, and no building on the site is eligible for listing on the National Register of Historic Places. The Contract Center I building, adjacent to and east of the project site, would be joined to the proposed Contract Center II; the Contract Center I building was rated "4" in the 1976 Department of City Planning architectural survey, and rated "B" in the preliminary Heritage survey.

The existing structures on the site are of a smaller scale than the older, four- to five-story brick buildings along both sides of Henry Adams Street south of the site. Three of these brick buildings are rated "B", and one is rated "A" in the preliminary Heritage survey; all four are included in the 1976 Department of City Planning survey, and are rated between "2" and "4". The four-story Baker-Hamilton building at the southwestern corner of the intersection of Seventh and Townsend Streets, is rated "A" in the preliminary Heritage survey and "3" by the Department of City Planning. The five-story Gift Center building, located at the northeast corner of Eighth and Brannan Streets, immediately north of the site, was rated "B" in the preliminary Heritage survey and rated "2" by the Department of City Planning.

C. CULTURAL RESOURCES/1/

Prehistoric Setting

No evidence exists of prehistoric activity at the project site or in its vicinity, although the potential for finding such evidence during excavation is high.

Historic Setting

The earliest recorded history in the vicinity of this site dates from the Spanish-Mexican Period (1776-1849), when agricultural settlements of Native American converts to

Catholicism increased around the Mission Dolores "in order to service, supply and house the farmers, workers and artisans who resided in the area." Therefore, there is a strong possibility that there were farms or occupation sites on Mission Creek near the project site.

During the Gold Rush Period (1849–1857), a number of businesses and ethnic groups were located at South Beach, about six blocks east of the site. During the 1850's, ship building enterprises were located at Steamboat Point, just northeast of the site near Fourth and Townsend Streets, and at Point Potrero, just southeast of the site. There is no known record of ship building on the project site; however, the proximity of the site to the Point Potrero site indicates a possibility for encountering cultural resources of the Gold Rush era ship building businesses on the site. A Chinese fishing village was located near the mouth of Mission Creek between 1854 and 1865; Chinese-owned laundries were among the service-related establishments serving the South Beach maritime enterprises during the Gold Rush and into the 1870s. There is no known record of Chinese-owned laundries or other elements of Chinese settlement on the project site; however, the proximity of the site to the laundry establishments indicates a possibility of encountering artifacts from the laundry trade at the site.

During the City Building Period (1858–1906), the site was at the heart of commercial expansion into the area. Businesses in the area were industrial in nature; the site contained, from 1860's through 1906, a lumberyard, a chemical works, and a grain dealership. Several saloons were also located within the site boundaries. There are no recorded archaeological sites within or adjacent to the site; however, there are reports of glass and other cultural material on the site which may be associated with land uses of this period.

During the City Rebuilding Period (1907–1935), the project site block was occupied by numerous structures, including the existing Trade Show Concourse building, which was used as a produce storage facility, and later, during the 1970's, as a storage warehouse for the J.C. Penney Company.

In 1962, the Showplace Market Center site was developed for the Galleger warehouse facility; in the late 1960's, it became the Yellow Cab service depot and parking lot, and it is this use which would be removed to make way for the proposed project.

Site Condition

The site condition at the time of the Spanish-Mexican Period was tidal flats of salt marsh, adjacent to Mission Creek. Marshlands in the project area had been filled by the 1890s, with the exception of Mission Creek, which crossed the western end of the project site. After the 1906 earthquake and fire, the site, including the remaining segment of Mission Creek, was filled with debris from all parts of the City. The land in the project area has between six and 28 feet of fill on it, resulting in almost flat terrain.

Artifacts of consequence from these periods typically found at similar San Francisco sites include maritime, Chinese business, and household effects such as ship building and Chinese laundry artifacts from the Gold Rush Period, glass bottles from the City Building Period, and household items within the fill deposited on the site during the City Building Period. Such artifacts have served to expand the historic record of the people and events of these eras.

NOTES - Historic, Architectural and Cultural Resources

/1/ Eleanor M. Ramsey, Ph.D., Mason Tillman Associates, consulting archaeologists conducted archival research for both the project site and the surrounding area. The Mason-Tillman, entitled Archival Resource Evaluation of the Showplace Market Center and Contract Center Project Site, San Francisco, California, June 1985, is on file at the Department of City Planning, Office of Environmental Review, 450 McAllister Street, 6th Floor. The report's findings and recommendations are summarized herein.

D. TRANSPORTATION

Primary intra-city access to and from the project area would occur on Seventh, Eighth, Townsend and Division Streets, and Potrero Avenue. In the vicinity of the project site, Harrison, Bryant and Eleventh Streets are designated as Transit Preferential Streets on which priority is given to transit vehicles over autos during commute and business hours on weekdays./1/ Harrison and Bryant Streets, and Seventh and Eighth Streets, north of Bryant Street, are designated as Primary Vehicular Streets, which the Master Plan defines as "major routes for automobile and truck movements into and out of the Downtown area." Eighth and Ninth Streets, and the portion of Division Street connecting them, are designated as Shuttle Transit Streets, which the Master Plan defines as streets on which operate "short distance, small vehicle transit service for intra-downtown movements."

Access to the freeway connecting with the East Bay via the Bay Bridge is provided by ramps at Eighth and Bryant Streets (about one-quarter mile north of the site) and at Fifth and Bryant Streets (about three-quarters of a mile northeast of the site). Access to U.S. 101 and I-80 leading to the Peninsula and San Francisco International Airport (southbound), and the East Bay (eastbound), is provided by ramps at Tenth and Bryant Streets (about one-half mile northwest of the site), Harrison and Seventh Streets (about one-half mile north of the site) and at Sixth and Brannan Streets (about one-half mile northeast of the site). Access from the freeway system to the project site is provided by off-ramps at Sixth and Brannan Streets, Eighth and Harrison Streets (about one-half mile north of the site), Ninth and Bryant Streets (about one-half mile northwest of the site), and Seventh and Bryant Streets (about one-half mile north of the site).

The site is served by San Francisco Municipal Railway (Muni) motor coach lines, providing radial and crosstown service to and from the downtown area, and community service routing around the periphery of downtown (see Figure 13, p. 37). The 19-Polk line, providing crosstown service to radial bus lines on Mission and Market Streets, operates southbound on Eighth Street fronting the project site, and northbound on Ninth Street (about 1,000 feet west of the site). The 27-Bryant line, providing radial service to and from downtown, and the 42-Downtown Loop, providing community service around downtown, operate eastbound on Bryant Street (about 1,200 feet north of the site), and westbound on Harrison Street (about 1,800 feet north of the site). Muni Metro light rail vehicle lines are available at the Civic Center Station on Market Street, seven blocks north of the site, accessible via the 19-Polk.

Regional transit service to the site is provided to and from the East Bay by BART at the Civic Center Station on Market Street. Service to the Peninsula is provided by Caltrans through a service contract with Southern Pacific Transportation Company (SPRR) from a train terminal at Fourth and Townsend Streets (about one mile east of the site); by the San Mateo County Transit District (Samtrans) with bus routes along Ninth and Tenth Streets (about 1,000 feet west of the site); and by BART, which provides transfers to Samtrans routes at the Daly City BART Station. In addition, independently owned and operated jitneys provide service along the entire length of Mission Street (from The Embarcadero to Daly City) during a.m. and p.m. commute hours.

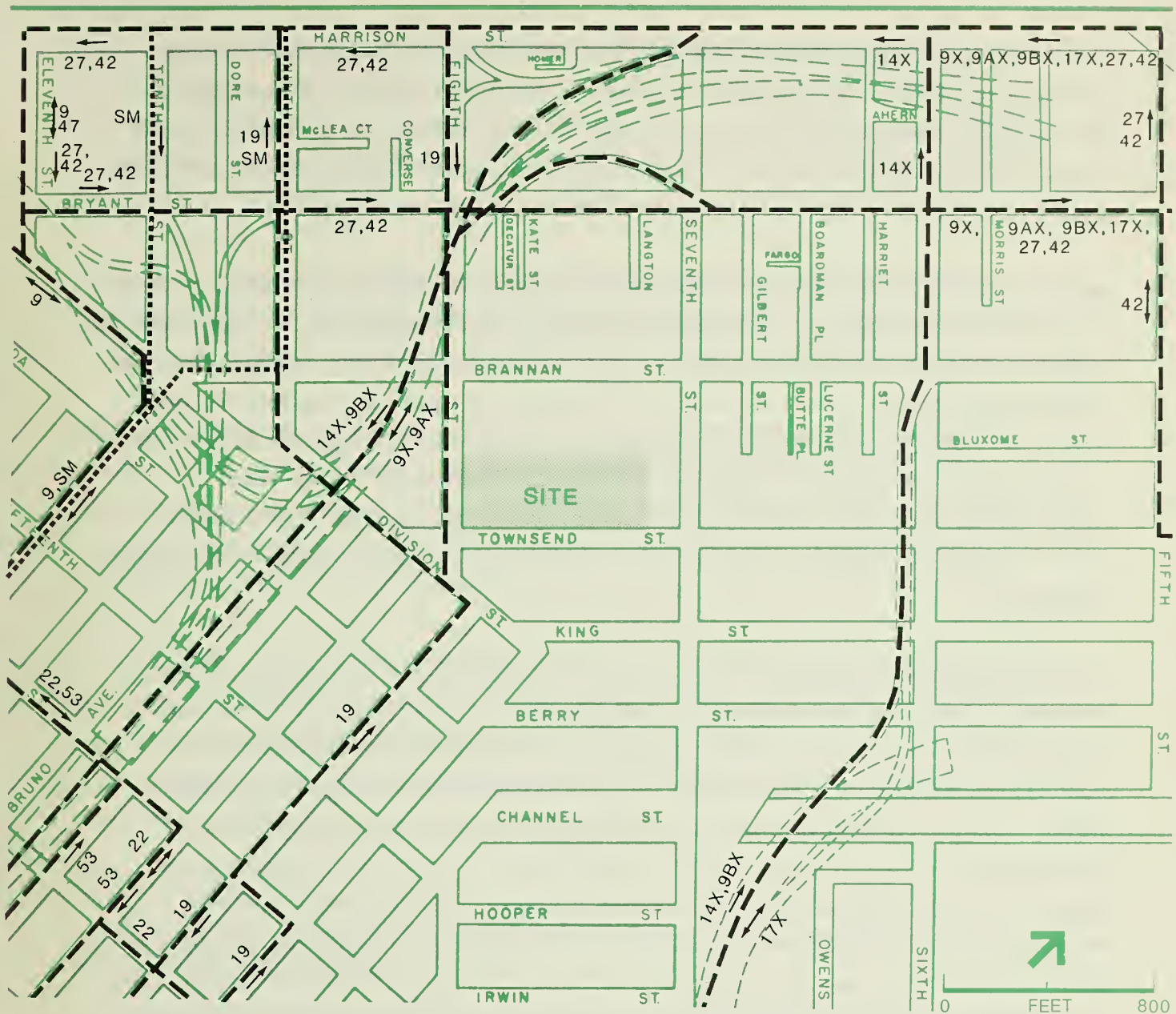


FIGURE 13
TRANSIT ROUTES
IN THE PROJECT VICINITY

SOURCE: MUNI SAN FRANCISCO STREET
AND TRANSIT MAP, 1986

The Golden Gate Bridge, Highway and Transportation District (Golden Gate Transit) provides a.m. and p.m. peak-period bus service to Marin and Sonoma Counties from boarding stops along Howard Street (the closest stop to the site is at Seventh Street, about 3,000 feet north of the site). Discharge stops are located along Folsom Street (the closest to the site is at Sixth Street, about 3,200 feet northeast of the site).

Golden Gate Transit also operates a vanpool and club (subscription) bus program to areas not served by fixed routes. The RIDES carpool program, operating as a nonprofit, publicly funded corporation, provides consulting and matching services to help establish Bay Area carpools and vanpools. There are about 1,240 combined carpools and vanpools on the Golden Gate Bridge during the a.m. peak hour, carrying about 4,500 people daily (average occupancy of 3.6 persons per ridesharing vehicle).^{/2/} The Bay Bridge has about 2,800 carpools and vanpools during the a.m. peak hour, carrying about 10,900 people daily. Average occupancy is 3.3 persons per carpool vehicle and 11.4 persons per vanpool vehicle.^{/3/}

The local streets which bound the block on which the project site is located are Seventh, Townsend, Eighth and Brannan Streets. Seventh Street has one wide undefined lane in each direction south of Townsend Street, two northbound and one southbound lanes between Townsend and Brannan Streets, and four northbound lanes north of Brannan Street. Townsend Street has one wide undefined lane in each direction from east of Seventh Street to Eighth Street, where it terminates in a spoked traffic circle where Eighth, Townsend, Division and Kansas Street converge. Eighth Street is one-way southbound with four lanes, north of Brannan Street, and has three lanes, tapering to two lanes, southbound and one lane northbound between Brannan and Townsend Streets, where it terminates at the traffic circle. Brannan Street is a two-way road with two lanes in each direction.

Within 1,000 feet of the site, there are 43 off-street parking facilities containing a total of about 2,600 spaces. Of this total, about 1,080 spaces are in six commercial lots. An additional 640 private spaces are associated with Showplace Square-type uses, resulting in 1,720 off-street parking spaces available to Showplace Square Area users. The remaining 880 private spaces are not available to Showplace Square employees and visitors. A listing of the off-street parking facilities is contained in Appendix B, p. A-33. There are an additional 1,277 on-street spaces, of which 77 are designated loading zone spaces.

Parking usage surveys indicate that off-street occupancy rates, in lots usable by Showplace Square employees and visitors, average about 25% on normal (non-event) workdays and about 59% on workdays with events. On-street parking spaces are about 94% occupied on normal workdays and about 105% (including illegally parked vehicles) when there are events./4/

Potrero Avenue, and Ninth and Tenth Streets (north of Brannan Street) have been designated Preferred Commute Bicycle Routes in the Transportation element of the City's Master Plan. None of these streets have been striped with bicycle lanes.

Pedestrian amenities in the area around the project site are limited, as a result of its history as a rail-served industrial district. No sidewalk currently exists along the Townsend Street site frontage, and pedestrian activity is limited to Yellow Cab drivers who park on the street and walk to/from the entrance gate on Townsend Street at the start and end of their shift. The ten-foot wide sidewalk along the Eighth Street site frontage is paved with asphalt and in need of repair. Most pedestrians during peak hours are employees, buyers and show attendees walking to and from parking locations adjacent to the site. Pedestrian volumes on non-event days are about half that found on event days./4/ Based on field counts on days with and without events, the existing pedestrian flow conditions on the Eighth Street sidewalk are unimpeded on event days and open on non-event days./5/

NOTES - Transportation

/1/ San Francisco Department of City Planning, January 1983, Transportation, An Element of the Master Plan.

/2/ Maria Thayer, Golden Gate Bridge, Highway and Transportation District, telephone conversation, December 2, 1985.

/3/ Traffic Survey Series MA-64, Bay Bridge, Metropolitan Transportation Commission, Spring 1985.

/4/ Reeves Consulting Services, Showplace Square Inn - Contract Center Transportation Impact Study, October 1985. This report is on file and available for public review at the Office of Environmental Review, 450 McAllister Street, 6th Floor.

/5/ Based on methods developed by Pushkarev and Zupan in Urban Space for Pedestrians (MIT Press, 1975).

E. AIR QUALITY

The Bay Area Air Quality Management District (BAAQMD) operates a regional monitoring network which measures the ambient concentrations of six air pollutants: ozone (O_3), carbon monoxide (CO), total suspended particulates (TSP), lead (Pb), nitrogen dioxide (NO_2), and sulfur dioxide (SO_2). On the basis of the monitoring data, the Bay Area, including San Francisco, currently is designated a nonattainment area with respect to the federal ozone and CO standards. A three-year summary of the data collected at the BAAQMD monitoring station nearest the project site (about 1.1 miles southwest at 900 23rd Street) is on file and available for public review, together with the corresponding federal and/or state ambient air quality standards, at the Department of City Planning, 6th Floor, 450 McAllister St. In 1984, there was one violation of the state ozone standard, one violation of the federal and state eight hour CO standards and five violations of the previous state 24-hour average TSP standard; in 1983, there was one violation of the federal and state one-hour average ozone standards and four violations of the previous state 24-hour average TSP standard; and in 1982 there was one violation of the federal and state eight-hour CO standard, and three violations of the state 24-hour average TSP standard./1/

BAAQMD has conducted two CO "hotspot" monitoring programs in the Bay Area, including San Francisco. One CO monitoring program was conducted during the winter of 1979-80 and included the intersection of Washington and Battery Streets in San Francisco, about 1.7 miles north of the site./2/ The high eight hour average concentrations was 10.1 ppm, which violates the 9-ppm state and federal standards by 1.1 ppm. The high one-hour average concentration is 15 ppm does not violate the 20-ppm state standard or the 35-ppm federal standard. Another CO monitoring program was conducted during the winter of 1980-81 and included the San Francisco intersections, of Geary and Taylor Streets, about 1.1 miles northwest of the site, and 100 Harrison Street at Spear, about 1.4 miles north-northeast of the site./3/ At Geary and Taylor the observed high eight-hour average concentration was 11.5 ppm, which violates the standards by 2.5 ppm, and the high one hour average concentration was 15 ppm, which does not violate standards. At Harrison Street, the observed high eight-hour and one-hour average concentrations were 7-8 ppm and 13 ppm, respectively, which do not violate the standards. These data indicate that locations in San Francisco near streets with high traffic volumes and congested traffic flows may experience violations of the eight-hour CO standard under adverse meteorological conditions. In December 1985, the city monitored CO and counted

traffic at the Sixth and Brannan intersection. These data are still being analyzed.

Comparison of these data with those from other BAAQMD monitoring stations indicates that San Francisco's air quality is among the least degraded of all the developed portions of the Bay Area. Three of four prevailing winds, westerly, northwesterly and west-northwesterly, blowing off the Pacific Ocean reduce the potential for San Francisco to receive pollutants from elsewhere in the region.

San Francisco's air quality problems, primarily CO and TSP, are due largely to pollutant emissions from within the City. CO is a non-reactive pollutant with one major source category being motor vehicles. CO concentrations are generally highest during periods of peak traffic congestion or adverse meteorology. TSP levels are relatively low near the coast, increase with distance inland, and peak in dry, sheltered valleys. The primary sources of TSP in San Francisco are demolition and construction activities, and motor vehicle travel over paved roads.

San Francisco contributes to air quality problems, including ozone, which affects other parts of the Bay Area. Ozone is not emitted directly, but is produced in the atmosphere over time and distance through a complex series of photochemical reactions involving hydrocarbon (HC) and nitrogen oxide (NO_x) emissions, which are carried downwind as the photochemical reaction occurs. Ozone standards are exceeded most often in the Santa Clara, Livermore, and Diablo Valleys, because local topography and meteorological conditions favor the buildup of ozone and its precursors there.

In 1982, emissions from motor vehicles were the source of 86% of the CO, 46% of the hydrocarbons (HC), 44% of the TSP, and 56% of the nitrogen oxides (NO_x) in San Francisco, while power plant fuel combustion was the largest single source of sulfur oxides SO_x, about 33% of the total./4/ These percentages are expected to apply reasonably well to current conditions.

In response to the Bay Area's ozone and CO nonattainment designations, the Association of Bay Area Governments (ABAG), BAAQMD, and the Metropolitan Transportation Commission (MTC) prepared and adopted the 1982 Bay Area Air Quality Plan, which establishes pollution control strategies to attain federal ozone and CO standards by 1987 as required by federal law./5/ These strategies were developed on the basis of detailed

subregional emission inventories and projections, and mathematical models of pollutant behavior, and consist of stationary and mobile source emissions controls and transportation improvements. The BAAQMD, MTC, and California Bureau of Automotive Repair (a state agency) have primary responsibility for implementation of these strategies.

NOTES - Air Quality

/1/ State standards for particulate matter changed in 1983 to concentrate on fine particulate matter which has been demonstrated to have health implications when inhaled. Concentration standards also changed. There is not yet an adopted method for monitoring fine particulate matter. Until the State adopts a method, it is not possible to determine what proportion of TSP in San Francisco would be subject to review against the new standards.

/2/ Association of Bay Area Governments, AQMP Tech Memo 33, "Summary of 1979/1980 Hotspot Monitoring Program," Berkeley, California, June 1980.

/3/ Association of Bay Area Governments, AQMP Tech Memo 40, "Results of the 1980/1981 Hotspot Monitoring Program for Carbon Monoxide," Berkeley, California, January 1982.

/4/ Bay Area Quality Management District (BAAQMD), "Base Year 1982 Emissions Inventory, Summary Report", San Francisco, California, November 1, 1983.

/5/ Association of Bay Area Governments (ABAG), BAAQMD and MTC, 1982 Bay Area Quality Plan, Berkeley, California, December 1982.

F. WIND

U.S. Weather Bureau data show that westerly (i.e. from the west) to northwesterly winds are the most frequent and strongest winds during all seasons in San Francisco./1/ Of the 16 primary wind directions measured at the Weather Bureau station (at a height of 132 ft.), four directions comprise the greatest frequency of occurrence as well as the majority of strong wind occurrences. These are northwest, west-northwest, west and west-southwest, with occurrence rates of about 10%, 14%, 35%, and 2%, respectively, of the time between the hours of 6:00 a.m. to 8:00 p.m. throughout the year. The remaining 12 wind directions comprise the remaining 36% frequency of annual occurrence with lower wind speeds. Calm conditions occur two percent of the time.

Average wind speeds are highest during summer and lowest during winter months. However, strongest peak winds occur in winter, when speeds of 47 mph have been recorded./2/ The highest average wind speeds are in the mid-afternoon, and the lowest are in the early morning.

Between the hours of 7:00 a.m. and 6:00 p.m. on an annual basis, wind speeds measured at the Weather Bureau station exceeded 21, 25, 21, and 18 miles per hour (mph) 10% of the time for northwest, west-northwest, west, and west-southwest winds, respectively, while the 12 remaining wind directions exceeded 15 mph 10% of the time.

Pedestrian Comfort and Wind Criteria

Wind conditions partly determine pedestrian comfort on sidewalks and in other public areas. In downtown areas, high-rise buildings can redirect wind flows around buildings and divert winds downward to street level; each can result in increased wind speed and turbulence at street level.

The comfort of pedestrians varies under different conditions of sun exposure, temperature, clothing, and wind speed. Winds up to four mph have no noticeable effect on pedestrian comfort. With winds from four to eight mph, wind is felt on the face. Winds from 8 to 13 mph will disturb hair, cause clothing to flap, and extend a light flag mounted on a pole. For winds from 19 to 26 mph, the force of the wind will be felt on the body. At 26 mph to 34 mph winds, umbrellas are used with difficulty, hair is blown straight, there is difficulty in walking steadily, and wind noise is unpleasant. Winds over 34 mph increase difficulty with balance and gusts can blow people over./3/

In order to provide a comfortable wind environment for people in the Downtown, Section 148 of the Planning Code establishes an equivalent (includes the effects of turbulence) windspeed (as defined in the code) of seven and 11 mph as comfort criteria and 26 mph as a wind hazard criterion. Section 148 sets comfort levels of seven mph equivalent wind speed for public seating areas and 11 mph equivalent wind speed for areas of substantial pedestrian use. New buildings and additions to buildings may not cause ground level winds that would exceed these levels more than 10% of the time year round between 7:00 a.m. and 6:00 p.m. year round./4/ If existing wind conditions exceed the comfort level, new buildings and additions shall be designed to reduce ambient wind speeds to meet the requirements. The project is not within the Downtown area and would thus not be subject to Section 148 requirements.

NOTES - Wind

/1/ The U.S. Weather bureau data used in this analysis were originally gathered at the weather station atop the old Federal building at 50 United Nations Plaza during the years 1945-50. Data were taken hourly, annually for 16 wind directions. The data base,

comprised of 32,795 hourly observations, is of sufficient length to provide a reliable estimate of future climatic conditions in San Francisco.

/2/ E. Jan Null, Climate of San Francisco, NOAA Technical Memorandum, NWS WR-126, February 1978.

/3/ Lawson, T.V., and A.D. Penwarden 1976, "The Effects of Wind on People in the Vicinity of buildings," Proceedings of the Fourth International Conference on Wind Effects on buildings and Structures, London, 1975, Cambridge University Press, Cambridge, U.K., 605-622.

/4/ Section 148 of the City Planning Code specifies the hours of 7:00 a.m. to 6:00 p.m. The available weather data that cover that interval cover the hours of 6:00 a.m. to 8:00 p.m. Thus, observation from two additional evening hours and one additional morning hour are included in these data. Because, in general, winds are stronger in the afternoon and evening than in the morning, this approximation is conservative - it is likely to overestimate the existing and projected wind speeds.

G. HAZARDS

Research conducted as part of the Archival Resources Report for the project found that the sites of the proposed Contract Center II and the existing Contract Center I, and a portion of the Showplace Market Center site, along the eastern lot line, were occupied by the Golden City Chemical Works from the 1860s through the 1890s./1/ Available data indicates that the Chemical Works vacated during or before 1892. It is not known, however, if structures, manufacturing and storage elements associated with the works were removed at that time. The 1906 earthquake and fire destroyed most of the wooden structures in the project area, including those on the project site associated with the Chemical Works./2/ Following the earthquake and fire, the project site and surrounding area was covered with rubble from six to twenty-two feet deep from all parts of the City. The exact depth of fill on the project site has been determined to be at least six feet./3/ Therefore, it is probable that any elements of the Chemical Works which remained on the site at the time of deposition of the fill were buried. It is unlikely that wooden structural elements of the Chemical Works survived the fire; however, chemical manufacturing and storage equipment, as well as chemicals, which remained on the site prior to filling could remain.

Prior to fill deposition on the site, Mission Creek ran through the southwest corner of the site, about 250 feet west of the location of the Golden City Chemical Works. Available data indicates that the groundwater level on the site is currently about five feet below existing grade./4/

According to the Archival Resources Evaluation Report which was prepared for the proposed project, the Chemical Works manufactured (at least during its last known year of operation, 1892), sulphuric, nitric, muriatic (hydrochloric), and other chemically pure acids; soldering fluids, and other (unspecified) acids and chemicals. The 1886 Sanborn map of the project site included in the archival report indicates that platinum compounds may also have been present at the chemical works.

NOTES - Hazards

/1/ Eleanor M. Ramsey, Ph.D., Mason Tillman Associates, consulting archaeologists, Archival Resource Evaluation of the Showplace Market Center and Contract Center Project Site, June 1985.

/2/ Ibid., p. 23.

/3/ Ibid., p. 27.

/4/ Harding-Lawson Associates, Soil Investigation, Showplace Market Center, August, 1985, p. 5. Paul Guerin, Civil Engineer, Harding-Lawson Associates, telephone conversation, October 3, 1985.

/5/ Eleanor M. Ramsey, Ph.D., Mason-Tillman Associates, consulting archaeologists, Archival Resource Evaluation of the Showplace Market Center and Contract Center Project Site, June 1985, p. 20.

IV. ENVIRONMENTAL IMPACTS

An application for environmental evaluation for the project was filed on December 11, 1984. On October 25, 1985, based on an Initial Study, the Department of City Planning, Office of Environmental Review determined that an Environmental Impact Report was required. Issues determined as a result of the Initial Study to require no further environmental analysis include: Noise, Employment and Housing, Construction Air Quality, Shadows on Public Spaces, Utilities/Public Services, Biology, Geology/Topography, and Water. Therefore, this document does not discuss these issues (see Appendix A, p. A-1 - A-32, for the Initial Study). Some of the impacts presented in this section are not physical environmental effects as defined by the California Environmental Quality Act. They are included in the EIR for informational purposes only.

A. LAND USE AND ZONING

LAND USE

The project would continue the trend of wholesale design showroom use development in the Central Waterfront area./1/ The project would introduce an hotel use into the Showplace Square Area, and would introduce retail space oriented to these uses and the wholesale uses associated with the project and existing or proposed wholesale uses in the area. Traditionally, the Central Waterfront/Showplace Square area has been characterized by light industrial uses such as building supply, building service, and import-export firms, industrial and construction machinery, and food products. Many older buildings in the area, which typically house these products, have been converted to wholesale showroom uses.

Land use in the Showplace Square Area is in transition. Over 1,400,000 gross square feet of building space in the Showplace Square area was converted into wholesale showroom uses from light industrial uses and vacant space between 1978 and 1984./2/ Available data suggest that the increase in wholesale showroom uses in the area is both a cause and result of the displacement of light industrial uses in this part of the Central Waterfront

Area. A decline in rail service in the area tied to a decline in manufacturing activity in the City as a whole, along with changing manufacturing techniques and space needs in combination with rising rents, facilitated the movement of many manufacturing businesses out of the area. Many buildings were left vacant or only partially utilized, including the Dunham-Carrigan warehouse building. In the early 1970's, this building was purchased by Henry Adams, who desired to relocate his wholesale design showrooms from the Icehouse building at the base of Telegraph Hill. The Dunham-Carrigan building was renovated and opened as the Showplace Design Center in 1972.

The project would continue the trend of converting uses in the vicinity of the site from light industrial to retail and wholesale showroom uses. Employment levels reached a low point of 22,758 workers in the wholesale industry in San Francisco in 1980; a decline of 20,400 workers since 1970./4/ Since 1980, employment in the wholesale industry has increased. Employment projections contained in the "Proposed Showplace Square Area Plan" indicate an increase of about 1,030 workers in the wholesale industry in 1985./4/ According to the "Proposed Showplace Square Area Plan," recent conversion of the Showplace Square Area from mainly light industrial to mainly wholesale design has stabilized the decline in employment between 1970 and 1980 in the wholesale sector in San Francisco. However, conversion of the light industrial uses to wholesale design could result in a decrease in industrial-type jobs in San Francisco.

The "Proposed Showplace Square Area Plan" estimates that there were approximately two million net square feet of building area open for wholesale showroom activities in the Showplace Square Area in 1984, and additional building area of approximately 400,000 net square feet currently under construction and due for completion before the end of 1985. Surveys conducted as part of the "Plan" showed that about 66 percent (48 tenants) of 73 tenants in existing projects in the area moved into the Showplace Square area from other locations within the City, and about eight percent moved to the area from other locations./4/

Results of a survey of people attending activities associated with the 1984 Summer Market at the Showplace Design Center buildings conducted in July, 1984, indicated that between 14% and 24% of attendees resided in Southern California, and between 15% and 25% resided out of state. The remaining 50% to 70% resided in Northern California./4/

The proposed hotel, trademart and wholesale showroom space, and support services of the project are intended to meet anticipated needs for such facilities in the Showplace Square Area, based on demand projections as outlined in the "Proposed Showplace Square Area Plan."

Master Plan

The project uses would address Objectives and Policies of the Commerce and Industry Element of the San Francisco Master Plan. Policy 1 of Objective 1 of the Element states: "Encourage development which provides substantial net benefits and minimizes undesirable consequences." Hotels are a source of new revenues to the jurisdictions in which they are located, since the majority of guests are not local residents. The hotel, trademarts, parking garage and auditoriums would provide employment primarily for low-skilled individuals and for local residents, and they would not generate substantial new demand for housing or schools. Objective 2 states, "Maintain and enhance a sound and diverse economic base and fiscal structure for the City." Policy 1 of this objective states, "seek to retain existing commercial and industrial activity and to attract new such activity to the City." The proposed hotel would be a diversification from the wholesale and trademart activities existing and proposed in the site area. Policy 3 of this objective states, "maintain a favorable social and cultural climate in the city in order to enhance its attractiveness as a firm location." Hotel guest accommodations and meeting space in the project would provide a new facility to local and visitor trade group markets. The proposed auditorium/exhibition space would add to the social and cultural use of the area and would encourage more nighttime use of the area.

The project would address Policies 1 and 2 of Objective 3. Policy 1 states, "Promote the attraction, retention and expansion of commercial and industrial firms which provide employment improvement opportunities for unskilled and semi-skilled workers." Policy 2 states, "Promote measures designed to increase the number of San Francisco jobs held by San Francisco residents." The proposed hotel, retail, trademart, parking and auditorium uses, and building maintenance would provide entry-level employment opportunities for unskilled and semi-skilled workers. The project would provide employment opportunities at various skill levels.

In anticipation of the growth of wholesale activities in the Showplace Square area, the San Francisco Department of City Planning published, in 1980, the Central Waterfront Plan,

which includes objectives and policies to guide future growth in the Showplace Square Subarea of the Central Waterfront. The project site is within the boundaries of the Showplace Square Subarea as identified in the Central Waterfront Plan. The boundaries of this Subarea are roughly Brannan Street to the north, Seventh Street on the east, Sixteenth Street on the south, and U.S. 101 to the west. The general Objectives and Policies of the Central Waterfront Plan were designed to encourage and maintain industrial and maritime uses in the area; these uses have been declining in the last 15 years. The Objectives and Policies of the Showplace Square Subarea of the Central Waterfront Plan were designed to encourage the expansion and development of wholesale design activities in the Showplace Square Area (Objective 1, Policies 1, 3 and 4), and to encourage the retention and re-use of brick and timber industrial buildings in the Area (Objective 3, Policies 1 and 2). The project would address Policy 2 of the Commerce Objective of the Central Waterfront Plan element of the Master Plan, which states, "Support the expansion of commercial uses if needed to serve demand generated by new development." The proposed project would include food service, retail and auditorium space to serve employees and visitors of uses in the proposed project and in neighboring facilities in the Showplace Square area.

The project would address several policies of Objective 1 of the Showplace Square Subarea section of the Central Waterfront Plan Element. Objective 1 states, "Develop a major design center in the Showplace Square Area." Policies 1, 3, 4 and 5 of Objective 1 would be addressed by the project. Policy 1 states, "Encourage the expansion of the area's predominant use for the exhibit, marketing, and wholesale trade of the interior design products." The project would include space for furniture trademart and wholesale design showroom facilities. Policy 3 states, "Encourage the development of ancilliary commercial activities to serve the area's businesses, workers, and visitors." As stated above, the project would include food service, retail and theater space to serve employees and visitors of uses in the Showplace Square area. Policy 4 states, "Encourage the evening uses of buildings and facilities for business, entertainment, public assembly, and ceremony." Hotel, food service, auditorium, and trademart facilities would promote and encourage nighttime activities in the Showplace Square area. Policy 5 states, "Assist in relocating within San Francisco any industrial uses displaced by the expansion of design-related activities." The project sponsor, as part of the development agreement, is constructing facilities south of Potrero Hill in San Francisco for Yellow Cab administrative offices, vehicle service and storage facilities; existing Yellow Cab facilities on the project site would be relocated prior to project construction.

ZONING

The existing zoning of the site and vicinity is M-2. The "Proposed Showplace Square Area Plan" proposes a permanent zoning change under the City Planning Code from M-1 and M-2 (Light Industrial and Heavy Industrial) to C-M (Heavy Commercial). The emphasis on uses in a C-M District is upon wholesaling and business services, as opposed to M Districts, which emphasize industrial uses that require truck, rail and water transportation. The maximum Floor Area Ratio (FAR) for both M-1 and M-2 District is 5.0:1, while the maximum Floor Area Ratio for C-M Districts, such as those west of Showplace Square in the Inner Mission, is 9.0:1.

The City Planning Code allows a range of uses in a C-M District, including retail sales and personal services, entertainment, and wholesaling. Proposed uses within the project would be permitted on the project site under current M-2 zoning and under C-M zoning.

The proposed hotel use would require Conditional Use authorization from the City Planning Commission under Section 303(c) of the City Planning Code under M-2 zoning provisions. Hotel uses would be a principal permitted use under the Showplace Square Association's proposed C-M zoning. According to the "Proposed Showplace Square Area Plan," "The benefit of the C-M zoning would be the protection of the area from future noxious development. While the designation of C-M (zoning) would increase the allowable FAR from 5.0[:1] to 9.0[:1], this increase would offer no benefit in that development is currently limited to 3.0[:1] to 4.0[:1] by existing height limits in the area."/4/ The project site is currently in a 40-X Height and Bulk District. In a 40-X District, height limits are 40 feet; no bulk limits apply beyond those imposed by the FAR limits. The project sponsor is proposing a height reclassification for the project site from 40 to 65 feet with an additional height limit of 80 feet subject to Conditional Use authorization for a portion of the site not exceeding 15% of the total site area, and which, in addition, is found to "enhance the visual quality of the total project, particularly to provide visual diversity in otherwise monotonous heights."/6/ The rezoning proposal also contains a provision for architectural features (such as clock towers, spires or sculptures) containing only non-occupied floor area up to a height of 120 feet (the maximum plan length and width of which is not to exceed 30 feet and the plan area is not to exceed 900 square feet at any level above 80 feet). This provision would also be subject to Conditional Use authorization. The City Planning Commission and Board of Supervisors would hold hearings on the proposed reclassification. If adopted, it would go to the Mayor for signature.

The project sponsor would seek a variance from parking requirements for event days (when booths would occupy about 96 spaces). The City Planning Code would require 406 spaces, and the project would provide only 362 spaces on event days. If the sponsor did not propose to put booths in the parking spaces on event days, no variance would be required.

The proposed Showplace Market Center (Showplace Square Inn and Trademart) would have a Floor Area Ratio of 3.1:1. The proposed Contract Center II and existing Contract Center I furniture marts would have a combined Floor Area Ratio of 4.1:1; all proposed project buildings would comply with Floor Area Ratio limits for both current and requested zoning. At 40 to 80 feet, plus an additional 40-foot clock tower, rising to 120 feet which would cap the southwest corner of the hotel, the project would exceed existing height limits for the site.

The "Proposed Showplace Square Area Plan" recommends increased height limits in the area, from the current 40-foot limit to heights varying from 50 to 80 feet. Height limits for the project site, as recommended in the "Plan," would be raised to 65 feet on the site block, except for the southwest corner of the site block, which would be raised to 80 to 120 feet. The increased height limit to 50 feet for most of the Showplace Square area would allow development of wholesale showroom facilities to encompass four floors, as floor-to-floor heights typically average 12 feet or more in wholesale showroom facilities. The height limits of 65 feet for the project site block, and 80 to 120 feet for the southwest corner would, according to the "Plan," "provide the opportunity for development of interesting building forms which protect the access to sunlight"/5/ of recently developed open space, which is in the traffic circle located at the intersection of Eighth, Townsend, Division, and Henry Adams Streets. Heights of buildings in the proposed project would conform to the proposed height limits as recommended in the "Showplace Square Area Plan."

The "Proposed Showplace Square Area Plan" recommends that the district in which the project would be located be designated by the San Francisco Board of Supervisors as a Special Use District (SUD), to which area landowners and possibly tenants, could belong on a volunteer basis.

The Department of City Planning is considering the recommendations of the "Proposed Showplace Square Area Plan" in the creation of future zoning controls for the Showplace

Square area, including the project site. New zoning controls would be the subject of public hearings before the City Planning Commission and the Board of Supervisors. If adopted, the controls would go to the Mayor for signature.

NOTES – Land Use and Zoning

/1/ In 1980, the City adopted the Central Waterfront Plan Element of the Master Plan (Resolution 8631 of the City Planning Commission, on July 3, 1980). Included in the Objectives and Policies of this Element are Subarea Objectives and Policies; the Showplace Square Area is one of these subareas.

/2/ Robert Reeves, Reeves Consulting Services, Showplace Square Area Plan, March 1985. This estimate accounts for converted space, from light industrial space and vacant space which had been in light industrial use.

/3/ Robert Reeves, Reeves Consulting Services, telephone conversation, September 5, 1985.

/4/ Robert Reeves, Reeves Consulting Services, Showplace Square Area Plan, March 1985.

/5/ Ibid., p. 112.

/6/ Zane O. Gresham, Project Attorney, letter dated April 30, 1986.

B. URBAN DESIGN

The project would replace small-scale structures, including one two-story building and two storage and service structures, and paved areas, with larger-scale structures and an arcade between the hotel and trademart buildings. The project buildings, except for the clock tower would be comparable in scale, to existing, bulkier, larger-scale buildings in the Showplace Square area, and would contrast in scale with existing small-scale service buildings, generally located at the periphery of the District.

Design elements of the project buildings would include recessed and arched windows and entrances, and awnings at ground-level openings throughout the project, to serve as a unifying architectural element. Top floor window openings would be arched in the Showplace Market Center buildings. The proposed Contract Center II building and the proposed Showplace Market Center buildings would be similar in height to the existing Contract Center I building, adjacent to the proposed project site. The Showplace Square Inn would step up, on the Townsend and Eighth Streets frontages, above the fourth floor, in 10-foot increments on floors five through eight, to a height of 80 feet at the southwest

corner of the hotel. The stepped floor design is intended to provide a gradual height transition from the 65-foot-tall Contract Center II and Trademart to the 40-foot-tall clock tower that would cap the southwest corner of the hotel for a total height of 120 feet. Project buildings would contrast with existing low-rise commercial and industrial buildings in the area.

The 80-foot-tall portion of the hotel would be comparable in height to the Takahashi building, which is over 80 feet high. Other larger structures in the area include: the Galleria building, at over 60 feet in height, the Gift Center building, at about 65 feet in height, the existing Showplace Design Center, at about 60 feet in height, and the Baker-Hamilton building, at about 55 feet in height.^{1/} The clock tower, at 120-ft. tall, and the proposed 80-foot-tall portion of the hotel would be taller and more visible than most existing or proposed structures in the area.

The clock tower would be an architectural feature, intended by the project sponsor to serve as a landmark identifying the approximate center of the Showplace Square Area, at the intersection of Eighth, Townsend, Division and Henry Adams Streets.

The Showplace Square Inn and the Trademart buildings would be connected by an outdoor ground-floor pedestrian arcade. The arcade would be accessible from Townsend Street, and from ground-floor showroom lobby and parking areas. Ground-floor retail uses would line most of the Townsend Street frontages of the proposed buildings. The retail uses and the pedestrian arcade would provide pedestrian interest and orientation.

The proposed Contract Center II building and the existing Contract Center I building would be joined by a two-story glassed-roof arcade, and by a pedestrian bridge joining the top floors of both buildings.

The project would be visible from freeways in the project vicinity and from Potrero Hill (see Figures 14 and 15, pp. 54 and 55).

The Urban Design Element of the San Francisco Master Plan contains policies and principles which may be used to evaluate the project. Table 2, p. 56, The Relationship Between Applicable Urban Design Policies of the Master Plan and the Proposed Project, compares the project to these policies.

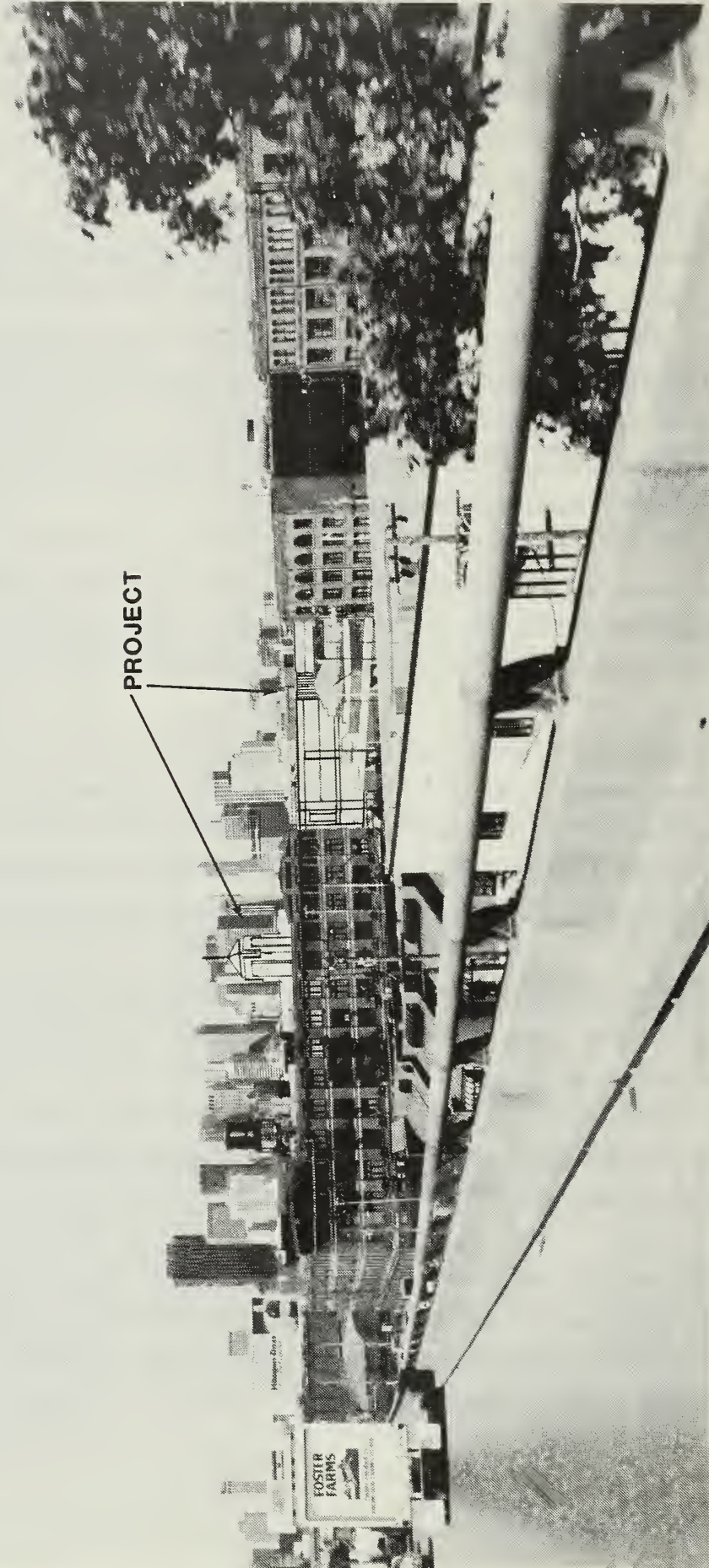


FIGURE 14
PHOTOMONTAGE FROM U.S. 101 (NORTHBOUND)

SOURCE: FRIZZELL HILL MOORHOUSE

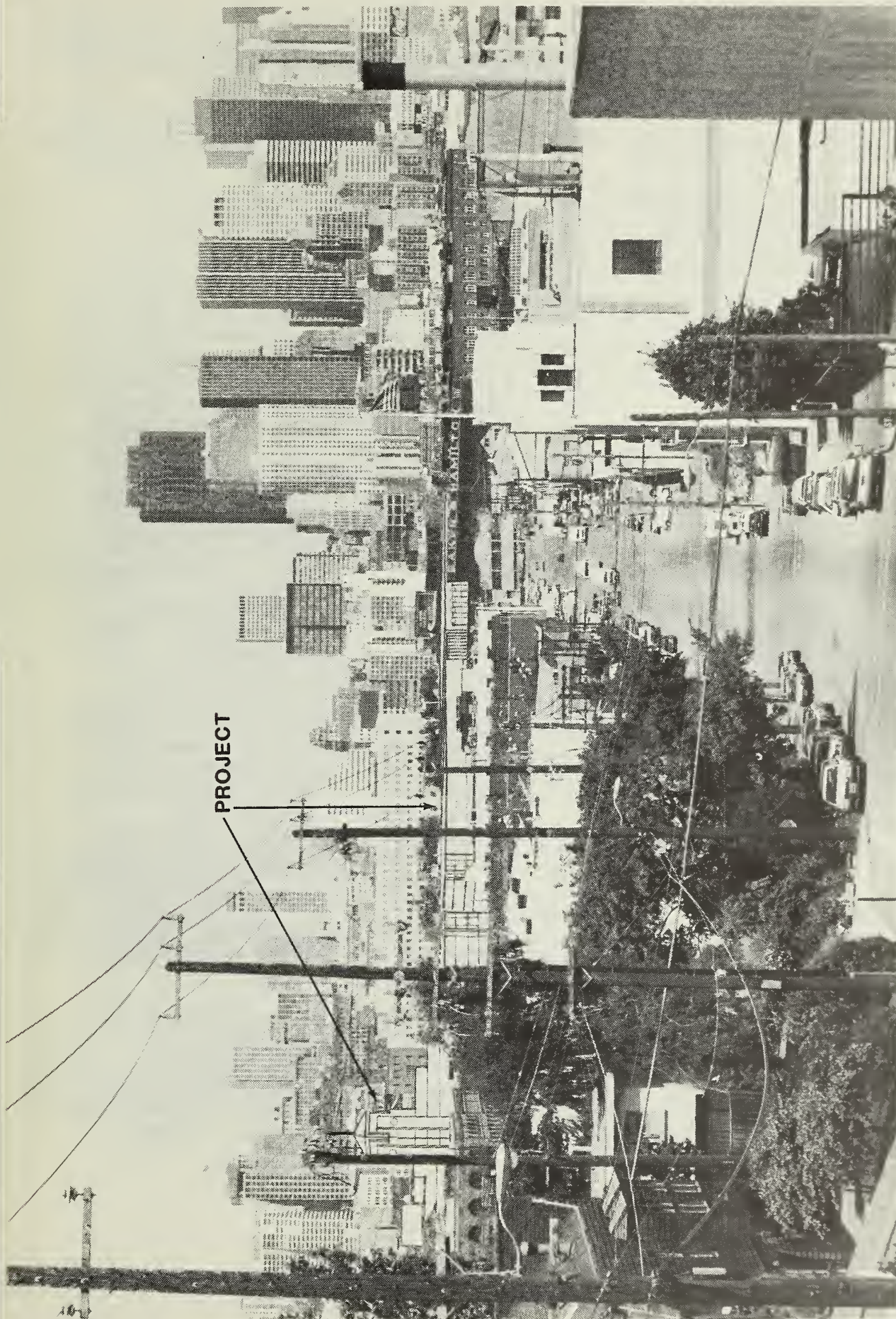


FIGURE 15
PHOTOMONTAGE FROM POTRERO HILL

SOURCE: FRIZZELL HILL MOORHOUSE

TABLE 2: RELATIONSHIP BETWEEN APPLICABLE URBAN DESIGN POLICIES OF THE MASTER PLAN AND THE PROPOSED PROJECT

URBAN DESIGN PLAN POLICIES

Objective 1, Policy 1: "Recognize and protect major views in the City, with particular attention to those of open space and water."

Objective 1, Policy 3: "Recognize that buildings, when seen together, produce a total effect that characterizes the City and its districts."

Objective 1, Policy 5: "Emphasize the special nature of each district through distinctive landscaping and other features."

RELATIONSHIP OF PROJECT TO POLICIES

The proposed project would be visible at the terminus of the Kansas/Henry Adams Street view corridor from Potrero Hill; the taller part of the project is the proposed four- to eight-story portion of the Showplace Square Inn, and the proposed clock tower atop the southwest corner of the site. The taller part of the project would be visible over existing buildings in the immediate site vicinity, but would not intrude as a dominant element in the San Francisco skyline when seen from vantage points on Potrero Hill and on adjacent freeways. The rest of the proposed project would be of heights similar to those of existing buildings in the site vicinity, and would not be visible from long-range viewpoints.

The project would be visible from some medium and long range viewpoints. From Potrero Hill, the project would be visible as part of a group of low-rise brick industrial-style buildings in the Showplace Square Area. The 80- to 120-foot portion of the hotel and clock tower would stand out above existing structures. In short-range views, the 40- to 80-foot project structures would be similar to the architectural style, height, and bulk of the larger recently-renovated brick buildings in the site vicinity. The project would establish the intersection of Townsend and Eighth Streets with Division and Henry Adams Streets as a focal point of the Showplace Square Area.

The project would incorporate characteristics of the surrounding district. The architectural features of the project buildings would be similar to larger brick structures to the east and to the south of the site. The southwest corner of the hotel

TABLE 2: RELATIONSHIP BETWEEN APPLICABLE URBAN DESIGN POLICIES OF THE MASTER PLAN AND THE PROPOSED PROJECT (Continued)

URBAN DESIGN PLAN POLICIESRELATIONSHIP OF PROJECT TO POLICIES

Objective 3, Policy 1: "Promote harmony in the visual relationships and transitions between new and older buildings. New buildings should be made sympathetic to the scale, form, and proportion of older development."

would be stepped from the fourth to the eighth floors, and would form a base for the proposed clock tower; the tower would be a distinctive feature intended by the project sponsor to identify the center of the Showplace Square Area. Street-level landscaping, of a type and size appropriate to the area, would be incorporated as part of the arcade between the Showplace Square and Trademart buildings.

The project would be constructed of brick and would include facade structural features of similar scale to older development along Henry Adams Street, Brannan Street, and buildings at the intersection of Seventh and Townsend Streets. The height of the project, except for the clock tower, would be comparable to heights of large, older buildings in the vicinity; it would be taller than existing smaller light industrial-type buildings in the area. The proposed clock tower or spire to be located atop the proposed hotel would be the tallest feature in the area. The stepped upper floors of the hotel would provide a visual transition to the tower.

Objective 3, Policy 2: "Avoid extreme contrasts in color, shape and other characteristics which will cause new buildings to stand out in excess of their public importance."

The project facade would incorporate brick on brick panels, lightly tinted glass and design elements similar to older development. Facade treatment would be of similar color, scale, and detailing to the Contract Center I, Baker Hamilton, Galleria, and Takahashi buildings.

Objective 3, Policy 3: "Promote efforts to achieve high quality of design for buildings to be constructed at prominent locations."

The project would be at the functional center of the Showplace Square Wholesale Design District and would be visible on all southern and eastern approaches to the Central City; it would form the terminus of the Kansas Street/Henry Adams Street view

TABLE 2: RELATIONSHIP BETWEEN APPLICABLE URBAN DESIGN POLICIES OF THE MASTER PLAN AND THE PROPOSED PROJECT (Continued)

<u>URBAN DESIGN PLAN POLICIES</u>	<u>RELATIONSHIP OF PROJECT TO POLICIES</u>
Objective 3, Policy 5: "Relate the height of buildings to important attributes of the City pattern and to the height and character of existing development."	corridor from Potrero Hill, and would form the northern wall of the Townsend Street view corridor looking west from Seventh Street. The clock tower would be intended to identify the center of the Showplace District.
Objective 3, Policy 6: "Relate the bulk of buildings to the prevailing scale of development to avoid an overwhelming or dominating appearance in new construction."	Project buildings would be of similar scale to larger, older existing structures in the District, but would contrast with smaller existing structures in the District. The height and bulk of the project would contrast with existing smaller light industrial and service buildings in the area. The bulk of project structures would be comparable to the predominant bulk of exhibit and wholesale use structures in the site area.

SOURCE: Urban Design Element, San Francisco Master Plan, Showplace Square Area Plan, and Environmental Science Associates.

The Contract Center II building would be joined to Contract Center I, located at 650 Seventh Street, adjacent to and east of the site, by a two-story, glass roofed exhibit arcade, at the ground and second levels. A pedestrian bridge would join the top floors of both buildings. The elements which would join the two buildings would mask the western facade of the existing building, and could therefore affect the Department of City Planning and the Heritage ratings of the existing building. All exterior walls of the existing Contract Center I building would be retained as part of the project, as would the existing internal structure of the building. The existing Contract Center I building was completely renovated in 1984; as part of reconstruction, building floors and other structural elements were altered or replaced to meet current seismic safety and building code requirements.

The Urban Design Element and Central Waterfront Plan portions of the San Francisco Master Plan contains policies and principles which may be used to evaluate the project. Table 3, p. 60, Relationship Between Applicable Architectural/Historic Resource Policies of the Urban Design Element and Central Waterfront Plan portions of the Master Plan and the Proposed Project compares the project to these policies.

NOTES - Urban Design and Architectural Resources

/1/ "Proposed Showplace Square Area Plan" prepared for the Showplace Square Area Association, by Robert Reeves, Reeves Consulting Services, December 1984.

C. CULTURAL RESOURCES/1/

An archaeological resources report titled "Archival Cultural Resources Evaluation of the Showplace Market Center and Contract Center Project Site" was prepared for the proposed site by Eleanor Mason Ramsey, Ph.D., President, Mason-Tillman Associates, and is on file with the Office of Environmental Review, Department of City Planning, 450 McAllister Street, San Francisco./1/ The investigation suggests the presence of significant cultural resources on the site from the City Building period. Evidence of these resources was found on the site of the existing Tradeshaw Concourse, adjacent to and north of the project site.

Archival research shows that the eastern portion of the project site was occupied by commercial and manufacturing establishments during the City Building period, and that the project site was covered with debris from all over the city immediately following the 1906 earthquake and fire.

Archival research also indicates that the bricks and glass bottles found adjacent to the project site are associated with the commercial enterprises which occupied the eastern half of the project site block during the City Building period (1858 - 1906).

The proposed project would include excavation to a depth of 8.5 feet, which would be below the foundation of existing structures on the site (about three feet below surface), and would cause disturbance of soils probably not exposed since the 1860s.

TABLE 3: RELATIONSHIP BETWEEN APPLICABLE ARCHITECTURAL/HISTORIC RESOURCE POLICIES OF THE URBAN DESIGN ELEMENT AND CENTRAL WATERFRONT PLAN PORTIONS OF THE MASTER PLAN AND THE PROPOSED PROJECT

<u>URBAN DESIGN PLAN</u>	<u>RELATIONSHIP OF THE PROJECT TO POLICIES</u>
Objective 2, Policy 4: "Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of older buildings and features that provide continuity with past development."	Buildings on the project site which would be demolished for the project are not included in the 1976 Department of City Planning Architectural Inventory, or in the 1983 preliminary survey by the Foundation for San Francisco's Architectural Heritage of the South of Market area. The project would connect to the existing Contract Center I building, which was rated "4" in the 1976 Department of City Planning survey and rated "B" in the 1983 preliminary survey by Heritage.
Objective 2, Policy 5: "Use care in remodeling of older buildings, in order to enhance rather than weaken the original character of such buildings."	The existing Contract Center I building, a four-story brick structure constructed in 1911, would be remodelled to the extent that it would be joined to the proposed Contract Center II building with a two-story glass roofed exhibit gallery/arcade at the ground and second levels, and a proposed pedestrian bridge across the top floors.
Objective 2, Policy 6: "Respect the character of older development nearby in the design of new buildings."	The project would incorporate base and facade design elements similar to older development along Henry Adams Street and at the intersection of Seventh and Townsend Streets. Architectural elements would include recessed windows and entrances, arches over windows and entries at ground-level, concrete or masonry lintels and window sills, industrial-sash-style glazing, and facades clad in hand-laid brick. Roof facade lines would be of similar visual pattern to larger buildings adjacent to the site and in the site vicinity.

TABLE 3: RELATIONSHIP BETWEEN APPLICABLE ARCHITECTURAL/HISTORIC RESOURCE POLICIES OF THE URBAN DESIGN ELEMENT AND CENTRAL WATERFRONT PLAN PORTIONS OF THE MASTER PLAN AND THE PROPOSED PROJECT (Continued)

<u>CENTRAL WATERFRONT PLAN SHOWPLACE SQUARE SUBAREA POLICY</u>	<u>RELATIONSHIP OF THE PROJECT TO POLICIES</u>
Objective 3, Policy 2: "Encourage the design of new construction to be consistent with the existing architectural character of the area."	As stated above, the design elements of the project structures would be similar to the design of larger scale, brick buildings in the Showplace Square District. The project would incorporate base and facade design elements, such as recessed and arched windows and doorways on the ground floor, industrial-sash-style glazing, and brick or brick panel facades, which are intended to serve as unifying elements to the existing architectural character of the District.

SOURCE: Urban Design Element and Central Waterfront Area Plan, part of the San Francisco Master Plan, 1980; Environmental Science Associates, Inc.

During excavation for the proposed project, cultural resources associated with the City Building period could be encountered. Excavation could damage the resources irretrievably. Further investigation would be needed to determine means for removing the resources intact. The project sponsor has agreed that the mitigation measures recommended in the archaeological resources report would be implemented prior to construction of the project (see mitigation measures, p. 100).

NOTE - Historic, Architectural and Cultural Resources

/1/ An archaeological resources report entitled Archival Cultural Resources Evaluation of the Showplace Market Center and Contract Center Project Site, was prepared for the site by Eleanor M. Ramsey, Ph.D., Mason Tillman Associates, June 1985, and is on file with the Office of Environmental Review, Department of City Planning, 450 McAllister Street, San Francisco.

E. TRANSPORTATION/1/

SITE SPECIFIC ANALYSIS

Project Travel Demand

Travel demand for the proposed project is based on surveys of land uses similar to those planned for this development. The number and travel characteristics of hotel employees were determined based on the Environmental Impact Reports for Hilton Tower No. 2 (79.257E), Holiday Inn (74.283E) and Post/Mason (81.400E) hotels. Modal split and vehicle occupancy are assumed to be similar to those of present Showplace Square area employees. Travel characteristics of hotel visitors are based on observations of three comparably sized hotels outside of the downtown area (Holiday Inn Civic Center, Marriott Fisherman's Wharf and the Cathedral Hill). Business and employee surveys of the Showplace Square area were used to estimate travel demand for the proposed mart employees. Travel demand for mart visitors is based on a survey of persons entering the Galleria, a wholesale furniture showroom facility with a restaurant, located about two blocks from the project site. Based on the description of types of commercial tenants envisioned, i.e., personal and business service, employment levels are based on the South-of-Market business survey. Users of the commercial establishments are expected to be mostly people already attracted to the area by other activities, and therefore are assumed to generate no additional traffic.

The project would generate approximately 3,120 person trip-ends (pte) per day./2/ About 1,140 pte could be from employees of the project, and about 1,980 pte would be from non-employees. An additional 130 pte would be generated on days that traveling mart employees are all on-site. Based on assumed modal splits and vehicle occupancy, the project would generate about 1,720 vehicle trip-ends (vte) per day, about 700 vte from employees and about 1,020 vte from non-employees. Traveling employees, driving alone, would add up to about 130 vte per day. The high percentage of vehicle trips is a function of the location and use of the project, and the relative lack of public transit facilities. About 67% of the employees and virtually all of the non-employees would travel in automobiles.

The Yellow Cab Cooperative, the existing major use on the site, generates about 330 daily vte from its personnel. Additional daily trips are generated by taxicab activity. Data on the total number of daily trips generated by taxicab activity are not available, but a

survey from 1:00 p.m. to 6:00 p.m., assumed to be the peak period of activity, showed 530 combined in and out trips. During the other 19 hours of the day, taxicabs make additional trips. There are no counts available for these hours, but the time period surveyed represents about 50 percent of the daily vte generated by taxicab activity for the Yellow Cab Cooperative./3/ Extrapolating the survey data to a 24-hour total yields about 1,400 daily vte. Estimated daily pte and vte, and p.m. peak-period and peak-hour vte are shown in Table 4, p. 64.

Master Plan Policies

The project would respond to the objective of the Pedestrian Circulation Plan of the Transportation Element of the San Francisco Master Plan to "provide safe and pleasant space for pedestrians" by providing a mid-block pedestrian plaza./4/ The pedestrian arcade would facilitate access for buyers and show attendees to the Concourse exhibition hall and the mart space. The project would also respond to Objective 2, Policy 3 of the Central Waterfront Plan, which states, "Construct and maintain sidewalks throughout the Showplace Square Area and provide street beautification for pedestrian enjoyment."/5/ In conjunction with the project, about 1,025 linear feet of sidewalk would be constructed, including a new sidewalk along the Townsend Street frontage, where there is currently no sidewalk.

Transit

Local Transit

As shown in Table 8, p. 80, Muni operations in the four corridors of San Francisco are currently in Level of Service D and E and BART is shown to be operating currently at Level of Service F in the Eastbay and in Level of Service D in the Westbay. Table B-2, Appendix B, p. A-35, contains descriptions of the various Levels of Service for bus transit. In the p.m. peak hour, the project would generate about 70 new Muni trips and about 15 new BART trips outbound from the project site. In the p.m. peak period, there would be about 90 new Muni trips and about 20 new BART trips outbound from the site. Employees would comprise all of the transit trips. The availability of transit service, the nature of the area activities, and the fact that parking is reasonably available, all contribute to the assumed lack of transit use by visitors. The impact of these new trips would be most noticeable on the 19-Polk line, which runs adjacent to the site. The 19-Polk would provide access from the project to BART and Muni Metro at the Civic

TABLE 4: TOTAL PROJECT-RELATED TRAVEL DEMAND

Land Use	Daily		P.M. Peak Period		P.M. Peak Hour	
	PTE/a/	VTE/b/	PTE	VTE/c/	PTE	VTE/d/
Hotel: Employees	430	260	0 in 50 out	0 in 25 out	0 in 0 out	0 in 0 out
Visitors	1,430	680	155 in 124 out	68 in 54 out	77 in 55 out	34 in 27 out
Mart: Employees	660	410	0 in 270 out	0 in 171 out	0 in 240 out	0 in 149 out
Visitors	550	340	8 in 42 out	5 in 38 out	3 in 61 out	2 in 26 out
Retail: Employees	50	30	0 in 25 out	0 in 16 out	0 in 25 out	0 in 16 out
Total Proposed:	3,120	1,720	163 in 511 out	73 in 304 out	80 in 381 out	36 in 218 out
Total Existing:	N/A /e/	1,400	N/A	103 in 211 out	N/A	42 in 120 out
TOTAL NET NEW: (Proposed minus Existing)	N/A	320	N/A	-30 in 93 out	N/A	-6 in 98 out

/a/ Person trip-ends.

/b/ Vehicle trip-ends.

/c/ P.M. Peak Period is 4:00 to 6:00 p.m.

/d/ P.M. Peak Hour is assumed to be 4:30 to 5:30 p.m. The reason the net outbound trips during the peak hour are greater than during the peak period is that the existing and proposed uses have different peaking characteristics, 4:00 to 5:00 p.m. and 5:00 to 6:00 p.m., respectively.

/e/ Not available.

SOURCE: Reeves Consulting Service, and Environmental Science Associates, Inc.

Center Station on Market Street, and to Mission and Market Streets for connection with other Muni lines.

The 1983 peak-period passengers per seat (P/S) ratio for the 19-Polk at the Division/Eighth Streets bus stop (the nearest outbound stop to the project) was 0.41 (Level of Service A).^{6/} The existing (1986) P/S ratio at this location is about 0.52 (Level of Service B).^{7/} Addition of the project p.m. peak-period Muni riders to the 19-Polk line

would increase the P/S ratio to 0.61, but would not change the Level of Service. Additional ridership from the project would not measurably increase the load factor, or decrease the levels of service on BART, AC Transit, Golden Gate Transit, SamTrans or SPCaltrain.

Tour buses would serve the project by picking up and dropping off hotel visitors who arrange to be part of a tour of the City. No additional person trips would be generated, as these people would have arrived by another mode of travel (e.g., auto, taxi, Airporter bus, or Super Shuttle van). Boarding and alighting activities would occur in the porte cochere of the hotel. Arrival patterns for the tour buses are expected to be similar to the comparable hotels surveyed as part of this analysis. It is assumed that there would be an average of two buses per hour during the afternoon peak period, and that vehicular and pedestrian traffic would not be appreciably impacted.

Transit Corridor Analysis

The project would contribute to increases in transit ridership in the major transit corridors leading from downtown San Francisco. Existing peak-period and peak-hour transit ridership (see Table 8, p. 80) would be increased by 0.2% or less. Ridership increases of this magnitude would not be measurable against the day-to-day fluctuations in transit ridership and would not have a noticeable effect on transit levels of service. Transit impacts caused by cumulative development are discussed in the Cumulative Travel Demand section, p. 79.

Project Transit Costs

Muni. Cost increases due to increased patronage would be expected for Muni. The City's general fund provides for a subsidy to the Municipal Railway's operating budget. The subsidy covers the difference between Muni's costs and the revenues that Muni receives from fares and from federal and state governments and represents the cost of Muni to the City. This subsidy amounted to about 10% of total General Fund revenues in the 1984-85 budget. The net marginal cost (or increase in the deficit for Muni operations) per peak-hour ride was \$0.50 in 1984. The proposed project would generate about 90 peak-period outbound trips which could generate an annual net marginal cost to Muni of approximately \$22,680./8/ The extent to which this marginal cost increase would be met by the general fund allocation to Muni, which would be derived from a variety of taxes levied on the proposed project, is not known. State and Federal funds to Muni are

decreasing and the City is reviewing other options for increased revenues. The project site is within the Transit Impact Development Fee Ordinance area, but would not be required to pay this fee (0.1% or less) since no new office space is proposed.

Other Transit. Additional ridership from the project on regional transit (BART, AC, Golden Gate, etc.) carriers would be expected to be negligible (0.1% or less) since routes and stops for most of these carriers are not located within walking distance from the project site. About 67% of the employees and virtually all of the non-employees would travel in automobiles.

Traffic

Local Traffic Analysis

Local traffic impacts have been assessed for the intersection of Townsend/Seventh Streets and the traffic circle where Eighth, Townsend, Division and Kansas Streets converge. The Townsend/Seventh Streets intersection is currently operating at level of service "C" (with a volume-to-capacity ratio of 0.77) during the afternoon peak hour.^{9/} See Appendix B, Table B-3, p. A-36 for definitions of levels of service and volume-to-capacity ratios at signalized intersections.

Distribution and assignment of traffic loads on local streets is based on origin distributions of existing and proposed users of the site, derived from surveys of similar uses. As shown in Table 4, p. 64, the project would result in a net increase of 98 p.m. peak-hour outbound trips and a net decrease of six p.m. peak-hour inbound trips. These trips would increase the volume-to-capacity ratio at the Townsend/Seventh Streets intersection to 0.81, lowering the level of service, from "C" to "D" (see Table 5, p. 67).

Analysis of the existing operation of the traffic circle cannot be quantified;^{10/} however, based on field observations made during an afternoon peak-hour traffic volume count on April 22, 1986, current operating conditions can be characterized as fair; i.e., while the majority of vehicles using the intersection experienced no delay, there were periods during the hour when vehicles arrived on most of the approaches, and deficiencies in the design of the traffic circle caused vehicles to wait 10 to 15 seconds at the stop signs before proceeding around the circle to continue their trip.

TABLE 5: PROJECTED PEAK-HOUR VOLUME-TO-CAPACITY RATIOS (V/C) AND LEVELS OF SERVICE (LOS)/a/

Intersection	Existing		Existing Plus Project		Year 2000	
	V/C	LOS	V/C	LOS	V/C	LOS
Townsend/7th Streets	0.77	C/b/	0.81	D	0.89	D
On-Ramps						
I-280 (6th/Brannan Streets.)	0.94	E/c/	0.94	E	1.01	F
I-80 (8th/Bryant Streets.)	0.97	E/c/	0.98	E	1.05	F
I-80 (7th/Harrison Streets.)	0.91	E/c/	0.92	E	0.99	E
US 101 (10th/Bryant Streets.)	0.99	E/c/	1.00	E	1.07	F

/a/ Level of Service descriptions and relationship to V/C ratios are shown in Table B-3, Appendix B.

/b/ Traffic count conducted by Environmental Science Associates, Tuesday, April 22, 1986 4:30 to 5:30 p.m.

/c/ 1986 estimate, extrapolated from the 1983 Cordon Counts taken by JHK and Associates for the Department of Public Works, City and County of San Francisco, March - June, 1983.

SOURCE: Reeves Consulting Service, and Environmental Science Associates, Inc.

It is during the periods of heavier flow that operational problems occur. Several near misses were observed, and many vehicles moved very slowly through the intersection. Contributory reasons for the reduced flow efficiency are: (1) the lack of directional guidance given to drivers, caused by too few signs and a too-small, and offset circular island; and (2) the unevenness of the pavement surface, especially where abandoned railroad tracks in the middle of the circle must be crossed.

The heaviest flows during the p.m. peak hour are currently from Townsend Street to Division Street - Westbound, and from Eighth Street to Kansas Street. The distribution of the project's outbound p.m. peak hour traffic would add more vehicles to the movement from Townsend Street to Division Street - Westbound at this intersection, adding about 2.5% more traffic to the intersection. This would increase the occurrence of peak traffic flow within the peak hour, which could impact the service level during this time.

The type of traffic using the traffic circle from the project site would also change, from taxicab to buyers/visitors/hotel guests. The latter would be less familiar with the area's

street system, and the lack of directional guidance for these drivers could affect the overall level of service at the traffic circle.

Freeway On-Ramp Analysis

Traffic operations on the freeway on-ramps serving the project site are shown in Table 5, p. 67. During the peak hour, they all operate at capacity, level of service E. Vehicles from the project would be expected to contribute to the congested condition on these ramps, although the project effects would not be sufficient to change the level of service during the p.m. peak hour.

Freeway Corridor Analysis

The project would contribute to increases in traffic on the major freeways serving downtown San Francisco. Traffic generated by the project would increase total traffic on major freeways during the p.m. peak period by about 0.1% to 0.2% and the p.m. peak hour by about 0.2% to 0.3%. Such increases would not be measurable against the day-to-day fluctuations in traffic volumes. Because the Bay Bridge eastbound traffic flow is functionally at capacity, the travel demand from the project would not be expected to increase the flows on the Bay Bridge in the peak hour; rather the East Bay-bound auto traffic from the project would most likely compete with and possibly displace existing users of the Bay Bridge into later portions of the peak period. This competition for access would occur at the on-ramps to the Bay Bridge and any displacement of existing users to later time periods would depend upon the time of arrival of project vehicles at the on-ramps. Freeway impacts caused by cumulative development are discussed in the Regional Freeway Analysis section, p. 85.

Parking

The project's parking demand was calculated on the basis of employee and visitor levels, modal splits and vehicle occupancy rates for each component (hotel, trademart and retail), for event and non-event days. Parking demand from the Yellow Cab Cooperative employees was subtracted from the total.

Net project demand would be as follows:

	<u>Event</u>	<u>Non-Event</u>
Employees	240	165
Visitors	290	220
Total	<u>530</u>	<u>395</u>

Project demand plus spaces lost due to the project (107 on the site of Contract Center II, 15 in the Concourse lot to the north of the site where loading docks are proposed, and 14 on-street spaces, on Eighth and Townsend Streets) would create a parking demand of about 665 on event days and about 530 on non-event days. The project would provide 362 off-street spaces on event days, leaving an excess demand of about 303 spaces. An additional 96 spaces on the ground floor of the Trademart building, converted to booth space on days with events, would be provided for parking on non-event days, increasing the on-site parking supply to 458 spaces. This would provide about 65 spaces more than demand on non-event days.

The net parking demand is based on modal split characteristics exhibited by employees and non-employees at similar facilities and assumed to be applicable to the project's users. A shift away from automobile use, through an active TSM program (as proposed for the project), could be expected to reduce the parking demand, although not to the extent that event-day demand would be met by on-site spaces.

Table 6, p. 70, shows off-street parking requirements of the Showplace Market Center/Contract Center II site based on the current City Planning code standards and the total proposed land uses at the site. It also shows the number of off-street parking spaces that would be provided by the project. Hotel patrons and employees would use the on-site parking spaces provided on the basement level of the trademart building.

The project would not provide the City Planning Code-required number of parking spaces. The project sponsor would seek a variance from this requirement. If the sponsor did not propose to put trade booths in the 96 parking spaces on the ground floor of the Trademart on event days, no variance would be required.

Within 1,000 feet of the site, there are about 1,720 off-street and about 1,200 on-street parking spaces, for an area-wide total of about 2,920 spaces, usable by Showplace Square employees and visitors. Current off-street occupancy rates average about 59% on workdays with events and about 25% on non-event workdays. On-street occupancy rates are about 105% (including illegally parked vehicles) when there are events, and about 94% on non-event days.

TABLE 6: PROJECT-RELATED PARKING SUPPLY AND CODE REQUIREMENTS

<u>Land Use</u>	<u>Code Requirement/a/</u>	<u>Number of Proposed Spaces</u>	
		<u>Event</u>	<u>No Event</u>
Showplace Square Inn:			
Hotel(274 rooms)	17		
Retail(8,100 gsf)	<u>14</u>		
	31	0	0
Trademart:			
Mart(214,500 gsf)	182		
Retail(9,000 gsf)	<u>15</u>		
	197	196	292
Contract Center II:			
Mart(202,800 gsf)	172		
Retail(3,600 gsf)	<u>6</u>		
	178	<u>166</u>	<u>166</u>
TOTAL	406	362	458

/a/ Based on an assumed occupied floor area approximately equal to 85% of the gross floor area, where applicable.

SOURCE: Department of City Planning, Frizzell Hill Moorhouse Architects, and Kaplan/McLaughlin/Diaz Architects.

With on-street occupancy assumed to remain at the same occupancy levels, the projected parking demand would use off-street facilities in the area. The changes in area-wide off-street occupancy rates would be as follows:

	<u>Supply</u>	<u>Demand</u>	<u>Occupancy</u>
Existing			
Event	1,720	1,015	59%
No Event	1,720	430	25%
Proposed			
Event	2,082	1,680	81%
No Event	2,178	960	44%
Code-required			
Event	2,126	1,680	79%
No Event	2,126	960	45%

Freight Loading

The applicable off-street freight loading and service vehicle space requirements and guidelines for the Showplace Market Center/Contract Center II site are set forth in City Planning Code Article 1.5 (Section 152, Table 5). Under the Code, the project's freight loading requirement would be:

		<u>Spaces</u>
Showplace Square Inn:	Hotel 226,600 gsf	2
	Retail 8,100 gsf	0
		<u>2</u>
Trademart:	Mart 214,500 gsf	4
	Retail 9,000 gsf	0
		<u>4</u>
Contract Center I and II:	Mart 202,800 gsf + 80,000 gsf	5
	Retail 3,600 gsf	0
		<u>5</u>

The project would provide nine off-street freight loading and service vehicle spaces, two for the hotel, four for the trademart and three for Contract Center II. The two existing loading spaces at Contract Center I would raise the total to five for Contract Centers I and II. The project would thus meet the City Planning Code requirement. The loading areas would be located on the north of the project site along the Concourse parking area, and could be accessible from Eighth Street. The movement of service vehicles through the Concourse parking area would impact traffic flow within the parking area and access to the 96-space ground level Trademart parking area. The latter impact would not occur on event days when the parking area would be converted to additional booth space.

Table 7, p. 72, shows total service vehicle travel and average hourly service vehicle demand for the project, based on surveys of showrooms in the Showplace Square Area and data published in the Center City Pedestrian Circulation and Goods Movement Study (Wilbur Smith and Associates, September 1980). The project would generate about 155 service vehicle stops per day. Average hourly loading space demand for the Trademart and Contract Center II would be for about three spaces (each) and peak hourly demand would be for about four spaces each, the hotel would require one space per hour.

Pedestrian Flows

Pedestrian activity would occur on all sidewalks around the project site. Public entrances to Contract Center II would be via the mid-block plaza on Townsend Street, and on

TABLE 7: SERVICE VEHICLE TRAVEL ATTRIBUTABLE TO THE PROJECT

<u>Use</u>	<u>Space (GSF)</u>	<u>Daily Stops/ 10,000 GSF</u>	<u>Daily Stops</u>	<u>Average Spaces/Hour/ 10,000 GSF</u>	<u>Spaces/ Hour</u>
Showplace Square Inn:					
Hotel	226,600	0.9	20	0.04	0.9
Retail	8,100	2.2	<u>2</u>	0.10	<u>0.1</u>
			22		1.0
Trademart:					
Mart	214,500	3.1	66	0.14	3.0
Retail	9,000	2.2	<u>2</u>	0.10	<u>0.1</u>
			68		3.1
Contract Center II:					
Mart	202,800	3.1	63	0.14	2.8
Retail	3,600	2.2	<u>1</u>	0.10	<u>0.0</u>
			64		2.8
TOTAL			155		6.9

SOURCE: Reeves Consulting Service and Center City Pedestrian Circulation and Goods Movement Study (Wilbur Smith and Associates, September 1980).

Seventh Street via the existing Contract Center I. Access to the Trademart building would be from the mid-block plaza and from the west through the proposed hotel. The hotel entrance would be located on Eighth Street. Access to the retail/commercial space would be from Townsend Street.

It is anticipated that large numbers of pedestrians could be generated by the project. The biggest impact would be from buyers and visitors who would attend events at the project site, both those new to the area and those already in the area, walking to the project site from other event locations. Given the user characteristics of both the project and the surrounding area, it is difficult to estimate actual numbers of pedestrians. However, using the assumption that the buyer/visitor volumes at the proposed mart space would be comparable to that at the Galleria, a wholesale/showroom facility in the area,^{1/} the proposed effective sidewalk widths and the ranges of flow rates for each level of pedestrian flow regimes, it is estimated that the proposed Townsend Street sidewalk would operate at an unimpeded level on event days and at an open level on non-event days. The project could generate enough pedestrians on the Eighth Street sidewalk to

degrade the flow regimes from the existing, unimpeded level to impeded on event days, and from open to unimpeded on non-event days./11/ See Appendix B, Table B-4, p. A-37 for description of flow regimes. If more landscaping and/or street furniture were installed on the sidewalks fronting the project, the reduction in effective sidewalk widths could lower the flow regimes.

In its present condition, the configuration of the traffic circle at Eighth/Townsend Streets would cause pedestrians who want to walk between the project site and areas on the other side of the traffic circle to either (1) walk across the roadways within the traffic circle, or (2) walk the safer, but longer, distance around the traffic circle. It can be expected that many pedestrians would choose the former to save time, thus increasing the accident potential at this intersection. Reconstruction of the curbs on the outside of the traffic circle (see V. Mitigation Measures, p. 103) would shorten the walking distance of the safer route.

Construction Activity

During the estimated 18-month construction period, transportation impacts would result from truck movements to and from the site during demolition, excavation, and construction activities. The number of deliveries would average five to ten (10-20 movements) per day, with a maximum of 30 deliveries (60 movements) during concrete pours. Primary construction truck access to the site is proposed to be from Townsend Street. Construction truck movements would be limited to the hours of 9:00 a.m. to 3:30 p.m. (see mitigation measure on p. 102).

During the construction period, the sidewalk area fronting the project site on Eighth Street would be closed. Lane and sidewalk closures are subject to review and approval by the Department of Public Works. On-street parking along Townsend and Eighth Streets would be temporarily displaced during construction, resulting in a loss of 38 spaces. Parking demand is estimated to be about 91 spaces for construction worker vehicles during the peak construction period. This would displace vehicles currently parked on the street into off-street parking lots, or other locations.

Trucks would use Townsend, Division and Bryant Streets to reach the U.S. 101 freeway, or Eighth and Brannan Streets to reach the I-280 freeway and would haul debris and excavation materials to a Peninsula disposal site. Materials storage is proposed to be on-site; in the event that additional space is required, the parking lot adjacent to and north of the site could be used. The impact of construction truck traffic would be a

lessening of the capacities of access streets and haul routes because of the slower movements and larger turning radii of trucks. Any truck traffic from 7:00 to 9:00 a.m. or from 4:00 to 6:00 p.m. would coincide with peak-hour traffic, particularly at freeway access points, and could lower service levels.

Transportation Management

To help achieve long term transportation goals, the project sponsor would initiate a comprehensive transportation system management (TSM) program aimed at reducing the peak-hour effects of project travel (such a measure is required for new office space in excess of 100,000 square feet in the C-3 District, pursuant to Section 163 of the City Planning Code; however, this project has no office space and is not in the C-3 District, and is thus not subject to Section 163), (see mitigation measure, p. 102).

Relationship to Mission Bay and Ballpark Proposals

The proposed Showplace Market Center/Contract Center II is located near the proposed Mission Bay development project. At present, the proposed development for Mission Bay would involve the construction of 7,500 housing units, 4.0 million square feet of office space, 2.5 million square feet of Research & Development space, and 200,000 square feet of commercial/retail space. While this development would impact the Showplace Square Area, the land use and traffic system information needed to analyze the extent of the impact is not yet available, as the final plan for Mission Bay has not yet been decided upon. The converse is also true; i.e., the project- and cumulative-related impacts of the Showplace Market Center/Contract Center II project on Mission Bay cannot be determined at this time.

Cumulative transportation and other impacts of Mission Bay are covered in a general way as part of the overall cumulative analysis of development included in the Downtown Plan EIR and summarized in the immediately-following section on this EIR. A 42,000-seat ballpark is also under consideration near the proposed Showplace Market Center / Contract Center II project. The ballpark site presently under consideration is across Townsend Street from the project site; it is one of many sites studied in 1983 for a 70,000 seat domed stadium. As noted in the Mayor's press release of May 16, 1986, a number of important steps remain before a ballpark becomes more than speculation, among which are a financing plan, which would require Board of Supervisors action and probably a public vote; agreement with the Giants baseball team; and agreement with

CalTrans to relocate the CalTrain terminal and tracks. Due to the preliminary nature of the proposal, it is not feasible to provide a detailed analysis of cumulative impacts of the Showplace Market Center / Contract Center II project and the ballpark proposal. If baseball games were limited to nights and weekends, as is presently proposed, traffic and parking impacts from the ballpark would occur largely outside peak periods. Regardless of the severity of the impacts from the ballpark, there would be little or no combined effect except during the limited number of times that there was both a night ball game and an evening event at the Market Center or Contract Center. The ballpark will be subject to separate environmental analysis prior to any decisions to approve final financing and construction; that analysis will be able to provide appropriate detail about project-specific and cumulative impacts.

CUMULATIVE TRAVEL DEMAND

Analysis of the transportation impacts of cumulative development in San Francisco EIRs has been the subject of considerable public discussion. In the past, cumulative analysis has been conducted on the basis of a list of proposed development in the greater downtown area. The Downtown Plan EIR method presents a refinement of the existing transportation analysis process in which projections of employment growth, independent of a list of proposed projects, are used to project future travel./12/

The travel data presented in the Downtown Plan EIR transportation sections (and in this report) are projections of total demand on the transportation system serving San Francisco. The projections are comprised of three components of travel demand. Two of the components were developed through an intricate travel modeling process for the C-3 District of San Francisco. These first two components of travel demand are C-3 District work (employee journey-to-work) travel and C-3 District non-work (all other) travel. The third component is non-C-3 District travel, which was forecast through an analysis of regional trends adjusted for the effect of development in the C-3 District. Non-C-3 travel is defined as travel that has neither an origin nor a destination in the C-3 District. Thus, non-C-3 travel includes travel to and from other parts of downtown and trips through San Francisco from other parts of the region. Employment projections are not specifically used in the non-C-3 travel analysis.

As discussed in Appendix J of the Downtown Plan EIR, transit service improvements have been assumed to be implemented by the year 2000. The service improvements assumed to

occur correspond to the vehicle acquisition portions of the 5-Year Plans for Muni, AC Transit, SamTrans, CalTrain, and Golden Gate transit. In BART, both the vehicle acquisition program and the trackage improvements (Daly City tail track) were assumed to occur. These planned improvements would allow system capacities to keep pace with demand increases over time.

The Downtown Plan EIR transportation analysis also assumes that regional auto use will continue to change over time in response to increasing levels of congestion on the bridges and freeways serving the City. The analysis projects a shift from single-occupant auto use (drive alone) for commuting to ridesharing (carpool, vanpool) and to transit use. The assumptions of continuing shift from auto to transit and ridesharing, most apparent in the 2000 modal splits, are made on the basis of long-term trends in transit use in the San Francisco commute corridors. Census data show that in the period 1970 to 1980, transit use for commuting increase. Similarly, Bay Bridge data show that ridesharing has been increasing over the last seven years. Thus, the shift to transit and ridesharing is well established in San Francisco commute corridors.

Although the C-3 District transportation modelling process used analytical techniques common to travel forecasting, several portions of the process are unique to the C-3 District. This uniqueness is the result of the development of two major data bases -- an inventory of existing land uses in the district and surveys of employees and employers in the district. The data developed from the surveys and the inventory have been used as the basis for forecasts of development and employment growth in the C-3 District. Sections IV.B., Land Use and Real Estate Development; IV.C., Business and Employment; IV.D., Residence Patterns and Housing; and Appendices G, Land Use and Real Estate Analysis; H, Business and Employment Analysis; and I, Theoretical Discussion of Housing Market Effects/Methodology for Forecasting Residence Patterns, of the Downtown Plan EIR, which contain detailed information about methods used to project future employment in the C-3 District, are incorporated by reference into this report and summarized below.

The cumulative analyses for forecasting future land use, employment, and residence patterns are described in the Downtown Plan EIR. Appendix sections therein describe the methodology, identify the factors considered, and identify the types and sources of data used. A concise description of the major components of the process of developing employment and land use development forecasts is presented in the flow charts in Figure H.1 and Figure G.1. of the Downtown Plan EIR. The factors considered in forecasting residence patterns are identified in the diagram in Figure I.1.

The Downtown Plan EIR approach for forecasting future land use, employment, and residence patterns is based on a conceptual framework of the process of urban economic development. The analytical procedures incorporate a variety of types and sources of data and information concerning past, current, and likely future conditions regarding economic, real estate, demographic, and public-policy factors./13/ The employment forecasts have been used as the basis for the travel demand modeling process. As described above, the C-3 District comprised two of the three components of total travel. Because of the use of the employment projections in the travel demand modeling process, the transportation forecasts for the year 2000 are independent of lists of cumulative development.

Through a complex calibration and validation process of comparing projections of travel demand modeled on the basis of the survey of C-3 District employees to actual travel from measurements made by state, city and regional agencies, work and non-work travel modeling process comprises the following steps:

- o Trip generation rates (empirical measures of total travel to and from a specific land use) were applied to employment forecasts by business activity (i.e., different rates were used for various land uses).
- o The total travel from the C-3 District was distributed to seven Bay Area zones on the basis of projections of future employee residence patterns and origin-destination patterns for non-work travel.
- o Trips to each of the seven regional zones were assigned to travel modes on the basis of modal splits (distribution of travel over the transportation modes, auto, transit, etc.) developed from the C-3 District surveys.

At this stage of the process, the model forecasts total travel from the C-3 District. To complete the process and to allow analysis of the effect of travel demand from non-C-3 development on the transportation network, the non-C-3 travel demand was analyzed. The total travel demand was calculated by summing C-3 District work and non-work travel and non-C-3 travel at sub-regional measuring points (called screenlines) located at or just beyond the San Francisco county line (except for Muni and BART Westbay service which were measured inside San Francisco, outside the downtown). The total travel demand was then compared to available service (capacity) at the screenlines and operating conditions (demand-to-capacity ratios) were analyzed assuming planned improvements. The results of those analyses are summarized later in this section.

For future years, the C-3 travel modeling process was modified to incorporate changes in travel patterns (modal split changes, different travel time), employee residence patterns and changes in land use patterns. The process incorporates the dynamic aspects of changing Bay Area travel patterns, rather than assuming a fixed, unchanging condition over time. An example of past changes in travel patterns can be seen in the amount of carpooling activity on the Bay Bridge. In 1977, peak average vehicle occupancy westbound on the bridge was 1.7 persons per vehicle. By 1983, in response to increasing congestion and increased travel and parking costs, peak average vehicle occupancy westbound increased to 2.1 persons per vehicle./14/

The non-C-3 travel demand was forecast through the use of growth factors developed on the basis of historic trends in total regional and sub-regional travel./15/ These historic growth rates (factors) have been used to project increases only for non-C-3 District travel at the regional screenlines. No other use of historic growth rates has been made in the transportation analysis. Because of the individual and unique nature of each of the transportation screenlines, each growth rate is based on data for that location. Thus, the growth rates for freeways project growth in auto trips, while the growth rates for transit project growth in ridership.

Each of the historic growth rates inherently contains information about regional growth in travel patterns and thus incorporates not only growth from other parts of San Francisco, but from elsewhere in the region. As an example, the historic growth factor for trips southbound on US 101 includes travel that crosses the Bay Bridge or the Golden Gate Bridge as well as travel from San Francisco. However, the growth is projected as growth in auto travel and cannot be related directly to growth in employment in San Francisco. It is within the context of non-C growth at the screenlines that travel from Showplace Market Center/Contract Center II has been analyzed at the regional cumulative level.

The Downtown Plan EIR travel demand model has refined the trip generation process by incorporating discounting factors that adjust the trip generation rates to give travel to and from the C-3 District as a whole; it does not include trips internal to the C-3 District.

The Downtown Plan EIR analysis has assumed that the modal split would change over time in response to the increasing levels of congestion at the regional screenlines (described in the Downtown Plan EIR). Thus, because the Bay bridge is at or near capacity in the p.m.

peak hour eastbound, the Downtown Plan EIR modal split projects a proportionately lower increase in peak-hour auto demand to the East Bay. Similarly, for AC Transit the Downtown Plan EIR recognizes that current regional transit policy dictates no increases in AC Transit transbay service and thus, the ability of AC Transit to carry additional riders transbay will be restricted in the future. Use of this changing modal split is a refinement that allows the travel model to more accurately forecast travel demand and thus, the Downtown Plan EIR results represent a more accurate level of projection than has been possible using methods and data available to date.

The Downtown Plan EIR and the Consultant's Report on Downtown Growth Management Alternatives (Environmental Science Associates, 1983) contain extensive discussions of the analyses and data used to forecast employment, land use (see Sections cited above) and transportation demand (see Section IV.E and Appendix J of those reports).

Transit

The transit agencies serving downtown San Francisco carry approximately 60% of the peak-period employee work travel, as well as about 20% of the peak-period other travel. P.M. peak-hour and peak-period loadings on the local and regional transit routes were found to be near capacity for some of the routes in 1984 (see Table 8, p. 80). The values shown in Table 8 are sums over the peak hour and the two-hour peak period.

Within the peak hour, there would be periods of time when the loading ratios would be higher than those shown for the hour (peak-of-the-peak conditions). Individual transit vehicle loadings vary on a day-to-day basis because of fluctuations in ridership (demand) and because of variations in operating conditions caused by traffic congestion, equipment availability, and/or systems breakdown.

The 1981/82 transit ridership and loading data used in the Downtown Plan EIR analysis are summations of actual counts of individual transit lines for the period in time.

Calculations are made on the basis of observed operating conditions, as opposed to scheduled operations. Muni supplied the data for the Downtown Plan EIR analysis from its ongoing program of ridership checks. (The data supplied and collected for each transit agency are in the supporting documentation for the Downtown Plan EIR, on file with the

TABLE 8: OUTBOUND REGIONAL TRANSIT DEMAND AND LEVEL OF SERVICE

Transit Agency	1984			Downtown Plan 2000			Project Percent/c/
	Riders	P/S/a/	LOS/b/	Demand	P/S	LOS	
<u>P.M. Peak Hour</u>							
Muni							
Northeast	7,100	1.16	D	8,800	1.05	D	0.1
Northwest	8,200	1.26	E	10,100	1.25	D	0.2
Southwest	13,500	1.45	E	16,600	1.42	E	0.2
Southeast	5,300	1.06	D	7,400	1.01	D	0.2
BART							
Transbay	16,100	1.53	F	27,900	1.42	E	0.1
Westbay	7,700	1.10	D	10,100	1.06	D	0.1
AC Transit	9,100	0.94	C	10,500	1.08	D	--/d/
GGT Bus	5,300	1.00	C	8,500	0.91	C	--
GGT Ferry	800	0.57	B	1,500	0.38	A	--
Tiburon Ferry	200	0.40	A	300	0.60	B	--
SamTrans	1,900	1.12	D	3,100	1.19	D	--
CalTrain (SPRR)	3,100	0.61	B	4,900	0.79	C	--
<u>P.M. Peak Period</u>							
Muni							
Northeast	12,600	1.06	D	15,500	0.95	C	0.1
Northwest	13,100	1.13	D	15,300	1.05	D	0.2
Southwest	23,300	1.31	E	28,700	1.29	E	0.2
Southeast	9,100	1.00	C	12,100	0.88	C	0.2
BART							
Transbay	25,800	1.54	F	44,100	1.40	E	0.1
Westbay	11,300	0.80	C	14,600	0.77	C	0.1
AC Transit	14,000	0.95	C	17,000	1.16	D	--/d/
GGT Bus	7,600	0.90	C	12,200	0.81	C	--
GGT Ferry	1,000	0.56	B	1,700	0.33	A	--
Tiburon Ferry	300	0.60	B	500	1.00	C	--
SamTrans	2,900	1.12	D	4,500	1.15	D	--
CalTrain (SPRR)	4,500	0.68	B	6,200	0.77	C	--

/a/ Passengers per Seat is the ratio of total demand to seated capacity.

/b/ Level Of Service is scale ranging from A to F that relates P/S ratios to passenger loading conditions on transit vehicles (see Table B-2, Appendix B).

/c/ The percent of demand generated by the project.

/d/ --: Less than 0.1 percent.

SOURCE: Environmental Science Associates, Inc.

Office of Environmental Review, 450 McAllister Street, San Francisco, CA.) Muni was involved in the process of verifying the transportation analysis for the Downtown Plan EIR and as a result of that process, approved of the use of Muni data and the projections derived from that data.

The Level of Service concept, similar to that developed for highway operations, has been applied to both bus transit and rail transit. Passengers per seat (i.e., total passengers divided by the number of seats) has been used as the measure of effectiveness to define the various level of service ranges. Table B-2, Appendix B, shows the relationship between Level of Service and passengers-per-seat (p/s) ratios for bus transit systems.

Passengers-per-seat ratios are only one measure of adequacy of service. The constraints of operating on heavily used streets in and around the downtown cause transit-vehicle bunching, loss of running time and missed schedules, all of which reduce service, reliability, and ultimately, capacity. In some respects, this would not be evident from simple quantitative analysis. The data in Table 8, p. 80, is taken from observed operations, not scheduled service, which inherently incorporates the reductions in capacity from operational considerations. In addition to these inefficiencies inherent within the transportation system, there are other factors which would affect overall transit capacities. These include variability in daily and seasonal ridership for which an absolute capacity must be available, as well as transit riders who remain uncounted because their transit trips both start and end within the screenlines used in this analysis. Daily fluctuations in fleet availability also affect system capacity.

Further, policy considerations dictate minimum operating conditions on certain lines; minimum headways that have been established to maintain transit access to areas served by those lines are not warranted on the basis of ridership alone. When averaged together, the ridership data from these lines may slightly distort overall ridership conditions.

During the p.m. peak hour in 1984, all of the transit agencies were found to be operating in Level of Service D or better, with the exception of BART Transbay where conditions were found to be at Level of Service F, and Muni in the Northwest and Southwest corridors, where operation were found to be in Level E. Although BART is a rail transit service, its cars have a unique seating configuration. The ratio of total capacity to seated capacity for a BART car (about 1.5) is equivalent to the ratio for bus transit; thus the bus transit Level of Service scale is applicable to BART. Level of Service F ("crush" or "jammed" loadings) on BART is in the range of 1.5 to 1.8 passengers per seat. Because

BART operates on a centrally controlled system, the "crush" loadings would not increase passenger loading times (which causes deterioration of service) as would be the case on a bus transit system rather, the effects of "crush" loadings on BART would be reflected in increased passenger discomfort.

The rail transit Level of Service scale is based on typical lightrail transit systems for which total capacity is about 2.0 to 2.2 times seated capacity. The rail transit Level of Service scale would be applicable to Muni Metro, which provides about 50% of the seated capacity to the Southwest corridor. Because Metro vehicles can accommodate higher loadings (a ratio of 2.0 passengers per seat) than buses or trolleys (a 1.5 ratio), the Level of Service would be somewhat better than shown in Table 8. An exact estimate of Metro loadings is not possible without analysis of the Metro service separate from the remainder of Muni service to the Southwest; such analysis would be beyond the ability of the travel demand analysis to predict accurately over time, as discussed in the following paragraphs.

With regard to the Muni data presented in Table 8 the Muni routes have been aggregated on a corridor basis and thus include two-directional travel on some routes that serve the Northeast and Southeast corridors. The Muni numbers cannot be added over the corridors to get a total for the system. Neither can capacity be shifted from one corridor to another. For instance, capacity in the Northeast corridor depends, in large part, on capacity that serves the Southeast portion of the City. The 15, 19, 30X, 30AX, 30BX, 32, and 47 lines pass through the downtown in two directions. Service on the above lines is interdependent. Thus, increases or decreases in capacity on one of the above lines directly affect service in the opposite direction. Service to the Northeast and Northwest corridors is also interconnected, as lines serving the Northwest must pass through the Northeast corridor and, thus, serve both areas. Muni ridership and capacity have been apportioned between both areas.

P.M. peak-period conditions on transit in 1984 were found to be equivalent to or better than peak-hour conditions. In some cases, where demand remains at peak-hour levels during the two-hour period, the passengers-per-seat ratios in the two-hour period are higher than in the one-hour period. This anomaly is the result of express (or additional) service provided by transit agencies during the peak hour, but not during the entire peak period. An example of this type of operation may be seen on BART, where three extra trains operate in transbay service in the peak hour but not in the rest of the peak period. Another factor involved is the distribution of demand (ridership) at uniformly high levels over the peak-period.

Both transit demand and capacity have been assumed to increase during the period 1984 to 2000. The discussions of transit capacity increases for the agencies are based on the Five-Year Plans and Capital Improvement Plans of the various transit agencies; they appear in Appendix J of the Downtown Plan EIR, pp. J.25-J.26. This material, which is discussed below and summarized in Table 8, is incorporated by reference. The future capacities were developed by applying percentage increases, expected in the future, to observed existing capacity. Thus, to the extent that the existing conditions contain (through the use of observed operations) inherent capacity reduction for missed runs, the future capacity projections have taken into account the inability of the transit systems to provide 100% of scheduled capacity. As noted above, the Muni analysis calculates capacity on the basis of all runs leaving the C-3 District in the p.m. peak. For all of the transit analyses, only peak-direction vehicles are counted.

Future transit demand and loadings in the year 2000 are shown in Table 8, p. 80, for both the peak hour and the peak period. The transit demand from the project would be 0.2% or less of the total travel demand on the transit carriers in the year 2000, under these conditions.

Peak-hour transit demand on Muni in the year 2000 would increase about 25% over 1984 levels in the northeast, northwest and southwest corridors. Muni demand in the southeast corridor would increase about 40% between 1984 and 2000. Peak-hour demand on the other agencies would increase between 30% and 70% during the period 1984 to 2000.

Peak-period increases in demand would be between 15% and 70% from 1984 to 2000. Overall peak-period transit travel would be expected to increase about 30% between 1984 and 2000. Peak period demand generated by the project would be 0.2% or less of the total peak period travel demand. Peak-hour and peak-period passenger loadings would be worse than in 1984, although most systems would operate in acceptable conditions (Level of Service D or better). However, BART Transbay and Muni to the Southwest would be in Level of Service E during the peak hour and the peak period.

It is important to note that the Five-Year Plan improvements for the transit systems are designed both to provide for future demand increases, and to improve service levels from existing conditions. For new vehicles to expand system capacity rather than represent replacement on a one-to-one basis, operating revenues would similarly need to be increased. During the year 2000 peak hour, Muni service to the southwest would exceed

the desirable passengers per seat ratio of 1.25./16/ Although the transit demand in the corridors in excess of the desirable loading would be able to be accommodated under crowded conditions and thus would not be excess demand (that is, not beyond capacity), demand in excess of the desirable loadings would mean that additional transit service over that assumed to occur by 2000 would need to be provided to allow transit operations in the corridor to meet the goal set by Muni. To meet the goal of 1.25 passengers per seat in the peak hour, Muni would have to increase service by about 14% in the southwest corridor over the amount of service assumed to occur in 2000.

If transit service were not increased beyond the amounts assumed to occur by the year 2000 in the Downtown Plan EIR, transit operations (in terms of passenger comfort) would be worse than 1984 conditions. Peak-hour and peak-period passengers-per-seat ratios would be higher than 1984 ratios since service (in some corridors) has been assumed to increase as much as 80% between 1984 and 2000.

If the Downtown Plan's Goals regarding increased transit use were achieved, and the proposals in the Plan regarding transit service improvements were to be fully developed and in place, the impacts on transit agencies would be less than described above. If the Goals were achieved, transit agencies would experience greater levels of demand than under this analysis but overall passenger loadings would be lower (and within desirable levels) because of increased transit service availability that would come about if the proposals stated in the Plan are developed. Section V.E (Mitigation Measures) of the Downtown Plan EIR contains measures that would provide the additional transit service required to mitigate the above impacts.

Traffic

Localized Cumulative Development

The localized aspects of cumulative development on street and intersections immediately adjacent to the project site were prepared using underlying traffic growth factors representing "worst case" scenario. It is estimated that in the City's south of Market area, west of Sixth Street traffic volumes would grow 8 percent by 1990 and 10 percent by the year 2000./17/ These growth factors include traffic generated by the proposed project plus traffic generated by cumulative development in the surrounding area. Table 5, p. 67, shows the levels of service and demand-to-capacity ratios at the

intersections analyzed in the site vicinity as they currently exist, and estimated for the years 1990 and 2000. Levels of service do degrade from their existing conditions and peak conditions would tend to deteriorate by the year 2000.

Regional Freeway Traffic

Analysis of traffic conditions at the regional screenlines has been conducted for both the p.m. peak hour and the two-hour p.m. peak period. A.m. peak traffic conditions at the regional screenlines have the effect of metering the amount of traffic that reaches the downtown from outside of the City. This analysis has considered p.m. peak conditions. P.m. conditions are usually most severe on both freeways and streets within San Francisco, whereas a.m. peak conditions are most severe at locations outside of the City. This analysis has therefore considered p.m. peak conditions as most critical to the quality of flow on downtown streets.

Traffic demand at the regional screenlines in 1984 (see Table 9, p. 86) during the p.m. peak hour was found to use between 90% and 100% of the available capacity on the freeways and bridges. Although the capacity of the Bay Bridge is calculated to be 9,000 vehicles per hour (vph), the 1984 peak-hour demand shown in Table 9 represents the effective capacity. The demand figures shown in Table 9 for 1984 for the one-hour and two-hour periods are averages of several days; thus, values for individual days may be different from the average.

Peak-hour freeway operating conditions in 1984 were found to be generally in Level of Service D to E conditions, which would indicate unstable flows in the 35 mph to 45 mph range. Table B-5, Appendix B, p. A-38, shows the Level of Service for freeway operations. Peak-of-the-peak conditions within the peak hour would be expected to be worse than the hourly conditions, because of surges in traffic demand during the peak hour. Conditions during the peak-period at the screenlines would be similar to those experienced during the peak-hour.

As shown in Table 9, p. 86, traffic demand during the peak hour in the East Bay and Peninsula corridors would be expected to increase about 15% between 1984 and 2000. Peak-hour demand in the North Bay corridor would increase by about six percent between 1984 and 2000. The project travel demand, about 60 p.m. peak-hour and 70 p.m. peak-period vehicle trip-ends, would represent about 0.1% of the total demand in each

TABLE 9: OUTBOUND REGIONAL AUTO DEMAND

<u>Regional Auto Corridor</u>	<u>Capacity/a/</u>	<u>1984</u>	<u>2000</u>	
		<u>Volume/b/</u>	<u>Demand</u>	<u>Project Percent</u>
<u>P.M. Peak Hour</u>				
Bay Bridge (I-80)	9,000	8,540	9,790	0.3
Golden Gate Bridge (US-101)	7,200	6,740	7,150	0.3
US-101 (south of Harney Way)	8,000	7,390	8,400	0.2
I-280 (between Alemany Blvd. and San Jose Avenue)	8,000	7,610	8,650	0.2
<u>P.M. Peak Period</u>				
Bay Bridge (I-80)	18,000	17,880	19,330	0.2
Golden Gate Bridge (US-101)	14,400	13,870	14,850	0.2
US-101 (south of Harney Way)	16,000	14,200	16,530	0.1
I-280 (between Alemany Blvd. and San Jose Avenue)	16,000	13,620	15,890	0.1

/a/ Although the capacity of the Bay Bridge is calculated to be 9,000 vehicles per hour (vph), the 1984 peak-hour volume shown above represents the effective capacity.

/b/ The volumes for 1984 for the one-hour and two-hour periods are averages of several days and, thus, values for individual days may be different than the average.

SOURCE: Environmental Science Associates, Inc.

corridor in the year 2000, respectively. Both the East Bay and Peninsula corridors would have excess peak-hour demand that would not be met during the peak period./18/ The North Bay corridor would have excess demand in the peak period. Excess auto demand would result in either a spreading of the demand into the hours adjacent to the peak period or in increased transit and ridesharing use should additional transit service (beyond that assumed to occur by the year 2000) or ridesharing incentives be provided.

Operating conditions at the regional screenlines would be at or near capacity in Level of Service E. Traffic flow conditions would be expected to be very unstable and could experience temporary flow interruptions throughout the peak-period. Peak-of-the-peak conditions would be prevalent during the peak hour and might extend into the peak period. The overall two-hour commute period would not be expected to increase substantially in the future. Rather, the occurrence of peak-of-the-peak conditions, now less than one hour, would most likely expand to fill the one-hour peak.

Parking

The estimated parking demand (both long-term and short-term) from the C-3 District in 1984 was found to be about 45,300 spaces, which would occupy about 94% of the 48,000 parking spaces in and near the C-3 District./19/ The short-term parking demand, while representing about 25% of the equivalent daily demand, is about 65% of the daily vehicle travel. Although the equivalent daily demand would leave about five percent of the parking supply vacant, surges in short-term demand (more travel in one period than in another period) can cause temporary localized overloads of parking facilities within various portions of the downtown, even though parking may be available elsewhere in the downtown.

The C-3 District is forecast to generate demand for approximately 58,000 equivalent daily parking spaces in the year 2000, an increase of 28% from 1984. Short-term demand would continue to represent about 25% of the total demand. The project parking demand would be equal to less than one percent of the total demand from the C-3 District (although it is not part of the C-3 total). As noted in the Downtown Plan EIR, the parking supply in the year 2000 has been assumed to increase to about 51,000 spaces. There would be a parking deficit of about 7,000 spaces in the year 2000 if vehicular demand occurs as projected. However, as shown in Table 9, p. 86, the analysis for the year 2000 forecasts excess auto demand in the peak hour and the peak period. If the excess demand is accommodated on transit or ridesharing, then the overall parking demand would decrease from the above estimate by about 2,300 spaces. Alternatively, if the Goals of the Downtown Plan are met, total parking demand in the year 2000 would be about 48,100 equivalent daily spaces, an increase of six percent over 1984. If the Goals were achieved, there would not be a parking deficit.

NOTES - Transportation

/1/ This section is based on the report prepared by Reeves Consulting Services, Showplace Square Inn - Contract Center Transportation Impact Study, October 1985, except as otherwise referenced.

/2/ The person trip-ends (pte) were estimated from the surveys cited in the opening paragraph of this section, with the exception of the pte of hotel visitors. These were computed using vehicle trip-ends developed from surveys of comparable sized hotel and assumed vehicle occupancy rates for each vehicle type, as follows:

Autos	360 vte x 1.6 persons/vehicle =	580 pte
Taxis	212 vte x 1.6 persons/vehicle =	340 pte
Vans	42 vte x 5.0 persons/vehicle =	300 pte
		<u>1,430 pte</u>

The 5.0 persons/vehicles for vans and buses reflects the number of new pte assumed to be generated. This a conservative estimate since it can be expected that most of the people using the tour buses from the project would be guests already accounted for in the auto and taxi components.

/3/ Mr. James E. Steele, President, Yellow Cab Cooperative, telephone conversation, April 23, 1986.

/4/ San Francisco Department of City Planning, January 1983, Transportation, An Element of the Master Plan.

/5/ San Francisco Department of City Planning, 1980, Central Waterfront Plan.

/6/ Dan Wong, Muni Planner, meeting, April 22, 1986. Load factor was determined by dividing the average number of passengers per bus (25.6) by the capacity of each bus (50 seats x 1.25 factor to include Muni's standard for standees).

/7/ The extrapolation from the 1983 load factor was determined by estimating the number of passengers that have been added to the 19-Polk from development in the area between 1983 and the present (240,000 gross square feet in 1984 and 250,000 gross square feet in 1985). All of the developments were wholesale/showroom uses; employees are the only transit users expected. There were about 470 employees added to the area, based on a Showplace Square area average of about 1,040 gross square feet per employee. These employees would generate about 110 peak-period outbound Muni trips, or about seven additional passengers per bus.

/8/ Mr. Bruce Bernhard, Muni Chief Accountant, telephone conversations, October 11, 1984. The deficit due to the project would be 180 peak-period Muni trips per day x 252 working days per year x \$0.50 deficit per ride = \$22,680.

/9/ Based on traffic count by Environmental Science Associates during the afternoon peak hour on Tuesday, April 22, 1986 4:30 to 5:30 p.m.

/10/ Established engineering analysis of levels of service at traffic circles is based on the quality of the weaving movements; i.e., the crossing of traffic streams moving in the same general direction accomplished by merging and diverging. However, in this case, the traffic circle is too small to have true weaving movements, and the stop signs on each approach prevent free weaving movements, another requirement for quantifiable analysis.

/11/ Pedestrian flow regimes for the Townsend and Eighth Streets sidewalks were determined using the following assumptions:

Townsend Street:

- Effective sidewalk width = 15 feet (proposed 30-foot width would be reduced by proposed trees shown on preliminary plans).
- Range of 15-minute pedestrian volume = 102 - 460 (unimpeded) / 0-101 (open)
- A 1984 survey showed that about 1,100 people went to the Galleria on an event day, and about 265 people on a non-event day. To create an impeded flow, more than 40% of the potential event pedestrians would have to be on Townsend Street during a 15-minute period. Likewise, to create an unimpeded flow on a non-event day, more than 40% of the potential pedestrians would need to be on Townsend Street during a 15-minute period.

Eighth Street:

- Effective sidewalk width = 7 feet (proposed 10-foot width would be reduced by utility poles and trees).
- Range of 15-minute pedestrian volumes = 215 - 634 (impeded) / 52 - 215 (unimpeded)
- Since Eighth Street would be used less than Townsend Street by buyers/visitors, the increase in pedestrian volumes would be by hotel guests and buyers/visitors walking to another event at another facility. A worst-case assumption that this would result in an increase of more than 100% over the existing volumes led to flow regime designations.

/12/ The Downtown Plan EIR contains about 50 pages of text devoted to the description of transportation impacts in the greater downtown area, as well as an additional 30 pages of text describing transportation mitigation measures. the information in this EIR is not intended to be a comprehensive summary of the transportation analysis in the Downtown Plan EIR, but summarizes portions relevant to the proposed project and its contribution to cumulative impacts. For details and assumptions used to arrive at the data and results presented in the Downtown Plan EIR, see Sections IV.E, Transportation Setting and Impact, and V.E, Transportation Mitigation, of the Downtown Plan EIR, which are incorporated by reference into this report and summarized in the text as appropriate.

/13/ The Downtown Plan EIR contains extensive discussion of the methods and results used to forecast future C-3 District land use and employment. Sections IV.B, Lane Use and Real Estate Development; IV.C, Business and Employment; IV.D, Residence Patterns and Housing; and Appendices G, Land Use and Real Estate Analysis; H, Business and Employment Analysis; and I, Theoretical Discussion of Housing Market Effects/Methodology for forecasting Residence Patterns, of the Downtown Plan EIR, which contains detailed information about methods used to forecast future employment in the C-3 District, are incorporated by reference into this report and summarized in the text as appropriate. The employment forecasts in the Downtown Plan EIR for the year 2000 exceed the employment projected using the current list-based cumulative analysis, as the list cannot take into account project not yet proposed.

/14/ Metropolitan Transportation Commission, Traffic Survey Series A-48 and MA-60, Spring 1977 and Spring 1983.

/15/ The analysis of historic trends in travel patterns is from the following sources: Metropolitan Transportation Commission, Travel Observations of the Bay Bridge Corridor, October 21, 1981; Homburger and Dock, Trends in Traffic Patterns at the Bay Bridge and Caldecott Tunnel, U.S. Department of Transportation, DOT-BIP-WP-2-3-77, July 1977; telephone survey of 500 drivers conducted in April 1980 by Golden Gate Transit, data supplied by Alan Zahradnik, Transportation Planner, on February 16, 1983; Office of the Auditor-Comptroller, Comparative Record of Traffic for the Month of November, May 27, 1937 through November 30, 1982, Golden Gate Bridge, Highway and Transportation District; San Francisco Municipal Railway Planning Division, Projections of Future Muni Demand and Vehicle Requirements, October 1982; San Mateo County Transit District, SamTrans Five-Year Transportation Development Plan: 1983-1988, April 1983; California Department of Transportation, CalTrain Caltrans/Southern Pacific Peninsula Train Service Five-Year Plan 1983-1988, July 1983; and traffic volume counts from Department of Public Works, Bureau of Engineering, Division of Traffic Engineering and from 1983 San Francisco Cordon Count, JHK and Associates, July 1983.

/16/ San Francisco Municipal Railway, Short-Range Transit Plan 1983-1988, July 1983. Bay Area Rapid Transit District, Short Range Transit Plan for the Five-Year Period July 1983 Through June 1988, August 1983.

/17/ Underlying growth factors were derived from background reports for the Downtown Plan EIR and assume a lower degree of mitigation for Downtown Plan goals. Achievement of Downtown Plan goals would greatly reduce these impacts.

/18/ Table IV.E.4, p. IV.E.36, of the Downtown Plan EIR contains a discussion of the implications of excess demand at the regional screenlines.

/19/ The parking survey data and other supporting calculations and data used in the Downtown Plan EIR transportation impact analysis are on file and available for public review at the Office of Environmental Review, Department of City Planning, 450 McAllister Street.

F. AIR QUALITY

The proposed project would generate about 1,720 vehicle trip ends (vte) per day, about 320 vte more than existing uses on the site. Air quality impacts on local intersections and freeway on-ramps would not be measurable (see Chapter IV, Transportation, p. 62, for a discussion of trip generation). The existing Yellow Cab Facility is relocating within the city, therefore trips associated with that use will continue in the city. Thus, trips associated with the project are considered as new trips for the purposes of assessing the impact of the project on regional air quality.

The Bay Area Air Quality Management District (BAAQMD) considers that development generating less than 2,000 vte per day would not have a measurable impact on air quality and therefore does not recommend an air quality analysis for such developments. Where

cumulative development could measurably contribute towards regional and/or local emissions, the District may require an air quality analysis./1/ Project-generated emissions would be less than the threshold established by the BAAQMD.

The air quality sections in the Downtown Plan EIR (Vol. 1, pages IV.I.9-19; Vol. 2, pages O.1-9; Vol. 3, Part 1, pages C&R-I.1-11) are summarized below.

The Downtown Plan EIR projects air quality emissions from forecasts of greater downtown growth and projection of other transportation increases, and the 1982 Bay Area Air Quality Plan projects total emissions for the entire Bay Area in 2000. Projected daily pollutant emissions for the Downtown Plan were calculated using BAAQMD vehicular emission factors. Existing and projected curbside carbon monoxide (CO) concentrations were calculated using a revised version of the Modified Linear Rollback method, as described in the Downtown Plan EIR.

Nitrogen oxides (NOx) and hydrocarbons (HC) are both chemical precursors of the air pollutant ozone. Motor vehicles emit more NOx than HC and the emissions from natural gas combustion in buildings consist primarily of NOx. Regional computer modeling has shown that an increase in future Bay Area NOx emissions compared to HC emissions would lead to a decrease in ozone compared to present levels. This model also has shown that Bay Area ozone concentrations are expected to be within the federal standard in 1987 and thereafter. As NOx emissions from expected cumulative development in San Francisco would exceed future HC emissions, this development would not lead to an increase in total Bay Area ozone concentrations. At the same time, total emissions to both NOx and HC are expected to decrease in San Francisco due to ongoing governmental emission control.

Bay Area NOx emissions would increase from 1984 to 2000. NOx emissions generated by cumulative development throughout the Bay area could increase acid rain farther downwind, outside the Bay Area, though to a relatively small extent.

In 2000, traffic volumes in the downtown area would increase over 1984 volumes. However, in 2000 the average vehicle is expected to emit less CO due to ongoing governmental emission controls. CO concentrations at 11 representative intersections in the downtown study area, would increase from 1984 to 2000. CO concentrations at 10 of

the 11 intersections would be within the state and federal standards in 2000, while one intersection would continue to violate the state and eight-hour standards in 2000.

The California State Legislature mandated a biennial inspection and maintenance (I/M) program that applies to most cars and light trucks in California. An annual I/M program was evaluated and total future regional CO levels were predicted to be about 16% lower than would have occurred in the absence of the I/M program. The curbside concentrations included in the Downtown Plan EIR projections are probably higher than would actually occur, because the Downtown Plan EIR did not take the I/M program into account. By taking future CO reductions due to the I/M program into account, none of the intersections which have been modeled within the greater downtown would violate CO standards in 2000.

Emission of total suspended particulates (TSP) generated by cumulative development would increase TSP concentrations, which could increase the frequency of TSP standard violations in San Francisco, with concomitant health effects and reduced visibility.

Emissions of sulfur oxides (SO_x) generated by cumulative development would not bring San Francisco's sulfur dioxide (SO_2) concentrations measurably closer to violating the standard.

NOTES - Air Quality

/1/ Irwin Mussen, Senior Planner, Bay Area Air Quality Management District, telephone conversation, November 20 and 21, 1985.

E. WIND

Winds in San Francisco are generally strongest in the summer. Prevailing winds are from the northwest, west-northwest, west, and west-southwest. It is not known whether existing wind speeds in the area exceed the pedestrian comfort criteria established in Section 148 of the City Planning Code. However, the proposed project is not within the downtown area and would thus not be subject to the requirements of Section 148. Because the existing buildings on and around the site are of similar scale to buildings proposed, it would be unlikely that wind speeds in the area would be significantly changed by the project./1/ Street furniture (such as trees) could be incorporated into the project; such obstructions would help reduce existing wind speeds, although the street furniture could impact pedestrian circulation.

NOTE - Wind

/1/ Donald Ballanti, Certified Meteorologist, letter, May 7, 1986.

G. CONSTRUCTION NOISE

Ambient noise in the project vicinity is typical of noise levels in San Francisco, which is dominated by vehicular traffic, including trucks, cars, Muni buses and emergency vehicles. Sidewalk noise measurements taken during the weekday p.m. peak commute hour show average noise levels of about 71 dBA on Townsend Street between Seventh Street and Eighth Street and 74 dBA on Seventh Street between Townsend and Brannan./1,2/

Project construction would take place over about 18 months, and would increase noise levels in surrounding areas. Construction noise levels would fluctuate depending on construction phase, equipment type and duration of use, distance between noise source and listener, and presence or absence of barriers between noise source and listener. To estimate probable noise impacts, this analysis assumes typical equipment and construction techniques. Table 10, p. 94, shows typical exterior noise levels associated with the different phases of construction (see Appendix C, p. A-39, for a table of typical noise levels found in the everyday environment). Interior noise levels at 50 ft. from the noise source would be about 10 to 15 dBA less than those shown in Table 10, p. 94. Closed windows would reduce noise levels by about 20 to 25 dBA below those shown in the table.

Construction noise is regulated by the San Francisco Noise Ordinance (Article 29 of the City Police Code). The ordinance requires that sound levels of construction equipment other than impact tools not exceed 80 dBA at a distance of 100 feet from the source. Impact tools (jackhammers, pile drivers, impact wrenches) must have both intake and exhaust muffled to the satisfaction of the Director of Public Works. Section 2908 of the Ordinance prohibits construction work at night from 8:00 p.m. to 7:00 a.m., if noise would exceed the ambient noise level by five dBA at the project property line, unless a special permit is authorized by the Director of Public Works.

Because of the site's underlying soft mud and fill materials, the building foundation would possibly use driven piles. Piledrivers are among the noisiest pieces of construction equipment, generating peak noise levels of up to 105 dBA at 50 feet. Piledriver noise

TABLE 10: TYPICAL COMMERCIAL/INDUSTRIAL CONSTRUCTION NOISE LEVELS, 50 FEET FROM SOURCE

<u>Construction Phase</u>	<u>Duration of Phase/a/(weeks)</u>	<u>Average Noise Level (dBA)</u>
Ground clearing	8	84
Excavation	12	89
Foundations/b/	12	78
Erection	20	85
Exterior Finishing	20	89

/a/ Some phases of construction would overlap.

/b/ Time includes about eight weeks of pile driving; noise level is for activities other than pile driving. Noise levels during piledriving could reach 105 dBA at 50 ft. from the source.

SOURCE: Bolt, Beranek and Newman, December 31, 1971, Noise from Construction Equipment and Home Appliances, Environmental Protection Agency

could interfere with concentration and communication in nearby buildings in the Showplace Square area. Adjacent and nearby buildings would also experience vibrations from piledriving. These vibrations have been found to be more disturbing to some people than high noise levels. Most of the structures in the project vicinity are used during the daytime; many have operable windows.

The nearest residential uses to the project site are located about 400 feet from the east edge of the project site. Noise from piledriving at 400 feet, should a pile foundation be used, would reach a maximum of about 87 dBA outside the residences and 10 to 15 dBA less inside the houses. With windows closed, general construction noise would probably be inaudible above ambient noise levels in these residences. However, piledriving could be audible, and could interfere with concentration and communication in these residences. Other residential uses are located 1,500 to 2,000 feet from the site at the foot of Potrero Hill, near 17th Street, and just to the southwest of the James Lick freeway junction with US 101. At these distances construction noise (including pile driving) would be inaudible above ambient noise levels.

IV. Environmental Impacts

The Department of Public Works allows piledriver operation under certain conditions, which may include specifying relatively quiet equipment, predrilling of pile holes, and/or specifying hours of operation in order to reduce the number of people exposed to noise effects. Piledriving would occur intermittently over an approximately eight-week period during the foundation phase of construction; actual pounding would occur during a five- to 15-minute period per pile.

During other phases of construction, noise levels from the use of equipment such as tractors, impact wrenches, jackhammers and soldier piling, would probably cause workers in nearby buildings to close windows.

One project scheduled for construction about the same time as the proposed project is the San Francisco Design Center, which would be located on 9th Street between Brannan and Bryant Streets. Construction is proposed to begin in August of 1986. While concurrent construction schedules would normally be expected to raise noise levels, I-80 lies between the two sites and, as a noise source, would serve to muffle the construction sounds from each site.

In summary, during the majority of construction activities, noise levels would be expected to be at or above existing levels in the area. There would be times, particularly during the operation of pile drivers or impact wrenches, when noise would interfere with indoor activities in nearby showroom and light industrial buildings.

The project sponsor would require the project contractor to muffle and shield intakes and exhaust, and use electric-powered, rather than diesel-powered construction equipment, as feasible, so that noise would not exceed limits stated in the City's Noise Ordinance (Article 29, San Francisco Administrative Code, 1972). The project sponsor would require the general contractor to construct barriers around the site and stationary equipment such as compressors, which would reduce construction noise by as much as five dBA, and to locate stationary equipment in pit areas or excavated areas as these areas would serve as noise barriers. If a pile foundation is used, the project sponsor would require that the construction contractor predrill holes for piles, in order to minimize noise and vibration from pile driving. The actual pounding from pile driving would occur during a five- to eight-minute span per pile. The project sponsor has agreed to limit pile driving to the hours resulting in the least disturbance to the greatest number of neighboring uses. For nighttime pile driving, a work permit would be required from the Director of Public

Works, pursuant to San Francisco Noise Ordinance Section 2907(c). The project sponsor would schedule pile driving so as to disturb the fewest people. Mitigation measures to reduce construction noise are included on pp. 104 to 105 of this report.

NOTES - Construction Noise

/1/ Noise measurements were taken on Thursday, November 14, 1985 from 4:30 p.m. to 5:30 p.m.

/2/ Average noise levels, or L_{eq} are sound energy values that are equivalent to the fluctuating sound energies occurring over time. Sound levels are normally measured in decibel units, A-weighted, to accommodate human hearing characteristics.

H. HAZARDS

Excavation for foundations of the proposed Contract Center II and Showplace Market Center buildings would penetrate to a depth of about 10 feet below the existing ground surface level of the project site.

Excavation for the project could encounter elements remaining from the Golden City Chemical Works within the fill layer which covers the site. In the event that elements remain in the fill layer, construction workers involved in excavation activities on the site could be exposed to any chemicals which remain in these elements. Additionally, if any chemicals associated with the Chemical Works remain uncontained within the fill layer, the excavation process would expose these chemicals to the air, which could cause the release of airborne, and possibly volatile, contaminants into the air. Construction workers on the site, and other persons outdoors in the vicinity of the site, would be exposed to the airborne contaminants./1/

Subsurface gasoline storage tanks (for refueling of taxicabs) are located on the site. These tanks would have to be removed prior to project construction. There could be some fire hazard associated with removal of these tanks if proper procedures were not followed.

Elements of the Chemical Works which are likely to remain intact beneath the fill layer include leaden condensing chambers and glass containers. Other elements of the Chemical Works which could remain fully or partially intact include: chemical storage equipment, chemical stills, concentrating pans, furnaces, and retorts for chemical distilling.

Chemicals which could remain in the fill layer on the site could contain sulphuric acid, nitric acid, muriatic acid, soldering fluids, and chloride of ether. Sulphuric and nitric acid are categorized as hazardous substances under Title 22 of the California Administrative Code,^{/2/} and are also identified in the Code as possessing corrosive properties. These properties are such that if the acids remained in the leaden condensing chambers after the Chemical Works left the project site, the acid could have corroded the lead containers in which it remained, and entered the fill layer which was deposited around the chamber location. In addition, nitric acid is identified in the Code as Ignitable^{/4/}, and could, therefore if found on-site, pose an additional fire hazard to construction workers involved in the excavation process. Available data indicates that platinum compounds may have been present at the Chemical Works; this substance is considered Extremely Hazardous under the Code. Lead compounds, which comprised the condensing chambers at the works, are also considered to be Extremely Hazardous materials under criteria of the California Administrative Code.^{/5/}

Some of the chemicals used on the site are identified as Hazardous or Extremely Hazardous materials according to identification criteria of Title 22 of the California Administrative Code. During excavation activities, contaminants remaining in fill layers could be exposed to the atmosphere and become airborne. Construction workers and persons outdoors in the vicinity could be exposed to airborne contaminants.

Because the location of potential elements associated with the Chemical Works is about 250 feet east of the historic location of Mission Creek (which was filled after 1906), there is also the potential for contamination of now underground water resources from chemicals percolating through the fill layer.

The project sponsor commissioned an analysis of soils at the site, specifically to determine the presence of acids and their residual compounds in the portion of the site occupied by the Golden City Chemical Works.^{/6/} Three separate borings were made, and sample taken at each. Soils and water samples were analyzed using standard laboratory techniques. The laboratory tests indicated that the pH (pH gives a measure of the acidity-alkalinity of a sample, 1 being very acidic, 7 neutral, and 12 very alkaline) of soil and water at the site generally ranges from 6.9 to 8.2, indicating that any acid contaminants that may have leaked from the works have been neutralized. The levels of soluble sulphate, chloride and nitrate indicate that, at the locations investigated, these chemicals in the soil and ground-water are not hazardous and do not pose a health threat.

NOTES - Hazards

/1/ Jerry Marcotte, Associate, Waste Management Engineer, California State Department of Health Services, telephone conversation, October 3, 1985.

/2/ California Administrative Code, Title 22, Social Security; Division 4-Environmental Health; Chapter 30 - Minimum Standards for the Management of Hazardous and Extremely Hazardous Wastes; Article 9, Hazardous Wastes and Materials; Section 66680, Lists of Chemical Names and Common Names; Article 11, Criteria for Identification of Hazardous and Extremely Hazardous Wastes; Section 66696, Toxicity Criteria.

/3/ Ibid., Article II; Section 66708, Corrosivity Criteria.

/4/ Ibid., Section 66702, Ignitability Criteria.

/5/ Ibid., Section 66720, Extremely Hazardous Criteria.

/6/ Paul C. Guerin, Civil Engineer-38191 and William C. Wood Civil Engineer-16122, Harding Lawson Associates, "Preliminary Report, Environmental Soil Investigation, Showplace Center, San Francisco, California, March 19, 1986. A copy of this report is on file and available for public review at the office of Environmental Review, Department of City Planning, 450 McAllister Street, San Francisco.

I. GROWTH INDUCEMENT

The project would add a 274-suite hotel, about 20,700 square feet of retail space, four auditoriums, 411,500 square feet of mart space, and up to about 460 parking spaces (on non-event days). Employment on the site would decrease from about 1,030 full- and part-time employees (with the Yellow Cab Co.) to about 620 employees. (Yellow Cab employees are relocating to another site within the City.) Occupants of the proposed project are not known, but could include tenants expanding or relocating from other San Francisco locations, tenants relocating from outside San Francisco and tenants new to the Bay Area. Employment at the project site would not necessarily represent employment that is new to San Francisco. If the project were fully leased, however, and the trademart and showroom space of the project did not create permanent vacancies in other such buildings, total employment in San Francisco would increase by about 620 jobs due to the project.

The project would be the first hotel use in the area, and in conjunction with other proposed, and recently constructed (and renovated) projects could encourage further development in the area.

If marketed successfully, the project, together with other planned development, could have growth-inducing effects by demonstrating a market for hotel and additional trademart space in this area. This could thereby encourage similar development on lots currently vacant or occupied by underused buildings in the showplace area. The demand would reflect the trend of growth in showplace activities and employment in this area and the decline in industrial activities.

As there would not be a net increase in employment, there would not be an increase in the demand for retail goods and services in the project area. Project employment could increase demand for business services, to the extent that the new space would not be occupied by firms providing those services. In response, demand would increase for existing space and possibly for further new development.

The project would be built in a developed urban area, and no expansion to the municipal infrastructure not already under consideration would be required to accommodate new development due to, or induced by, the project.

Rezoning of the project site from a height limit of 40 feet to a height limit of 65 feet could set a precedent for similar rezoning of property in the area. The Department of City Planning is currently conducting a study of the area and will, as part of that study, examine zoning in the area. The City Planning Commission, in approving or disapproving this project and any rezoning proposals prepared by the Planning Department, will provide direction for development in the Showplace Square Area.

In conjunction with the project, 1,025 linear feet of sidewalks would be constructed, including a new sidewalk along the Townsend Street frontage, where there is currently no sidewalk.

V. MITIGATION MEASURES PROPOSED TO MINIMIZE POTENTIAL ADVERSE IMPACTS OF THE PROJECT

In the course of project planning and design, measures have been identified that would reduce or eliminate potential environmental impacts of the proposed project. Some of these measures have been, or would be, adopted by the project sponsor or project architects and contractors and thus are proposed; some are under consideration; and some have been rejected. Implementation of some may be the responsibility of public agencies. Measures under consideration or measures rejected by the sponsor may be required by the City Planning Commission as conditions of project approval.

Each mitigation measure and its status are discussed below. Where a measure has not been included in the project, the reasons for this are discussed. Any or all of the measures not included in the project could be required by the City Planning Commission to be included in the project as conditions of approval, should the project be approved. Mitigation measures below which are preceded by an asterisk (*) are from the Initial Study (see Appendix A, p. A-1).

VISUAL QUALITY

PROPOSED AS PART OF THE PROJECT

- *- In order to reduce obtrusive light or glare, the project sponsor would use no mirrored glass on the building.

CULTURAL RESOURCES

PROPOSED AS PART OF THE PROJECT

- The sponsor would retain the services of an archaeologist. The Environmental Review Officer (ERO) in consultation with the President of the Landmarks

Preservation Advisory Board (LPAB) and the archaeologist would determine whether the archaeologist should instruct all excavation and foundation crews on the project site of the potential for discovery of cultural and historic artifacts, and the procedures to be followed if such artifacts are uncovered.

Given the strong possibility of encountering the remains of cultural or historic artifacts within the project site, prior to the commencement of foundation excavations the project sponsor would undertake a program of archaeological testing. This would consist of observation and monitoring by a qualified historical archaeologist of site clearance of at least any materials below existing grade level, and either the placement of a series of mechanical, exploratory borings or other similar on-site testing methods. The archaeologist would supervise the testing at the site to determine the probability of finding cultural and historical remains. At the completion of the archaeological testing program, the archaeologist would submit a written report to the ERO, with a copy to the project sponsor, which describes the findings, assesses their significance and proposes appropriate recommendations for any additional procedures necessary for the mitigation of adverse impacts to cultural resources determined to be significant.

An historical archaeologist would be present during the site excavation and would record observations in a permanent log. The ERO would also require cooperation of the project sponsor in assisting such further investigations on site as may be appropriate prior to or during project excavation, even if this results in a delay in excavation activities.

In addition, a program of on-site construction monitoring by a qualified historical archaeologist, designed to allow for the recovery of a representative sample of the cultural materials existing on the site, would be implemented by the project sponsor. This monitoring and recovery program would result in a written report to be submitted to the ERO, with a copy to the project sponsor.

- Should cultural or historic artifacts be found following commencement of excavation activities, the archaeologist would assess the significance of the find, and immediately report to the ERO and the President of the LPAB. Upon receiving the advice of the consultants and the LPAB, the ERO would recommend specific mitigation measures, if necessary. Excavation or construction activities following

the preconstruction archaeological testing program which might damage the discovered cultural resources would be suspended for a maximum of four weeks (cumulatively for all instances that the ERO has required a delay in excavation or construction) to permit inspection, recommendation and retrieval, if appropriate.

Following site clearance, an appropriate security program would be implemented to preventing looting. Any discovered cultural artifacts assessed as significant by the archaeologist upon concurrence by the ERO and the President of the LPAB would be placed (to be determined by OER). Copies of the reports prepared according to these mitigation measures would be sent to the California Archaeological Site Survey Office at Sonoma State University.

TRANSPORTATION, CIRCULATION AND PARKING

PROPOSED AS PART OF THE PROJECT

- During the construction period, construction truck movements would be permitted only between 9:00 a.m. and 3:30 p.m. to minimize area peak hour traffic conflicts. The project sponsor and construction contractor would meet with the Traffic Engineering Division of the Bureau of Engineering of the Department of Public Works, the Fire Department, Muni, and the Department of City Planning to determine feasible traffic mitigation measures to reduce traffic congestion during construction of the project and other nearby projects.
- The project sponsor would initiate a comprehensive transportation system management program (TSM) aimed at reducing the peak-hour effects of project travel. This program would continue for the actual lifetime of the project. The project sponsor would execute an agreement with the Department of City Planning for the provision of on-site transportation brokerage services and the preparation of a transportation management program to be approved by the Director of Planning and implemented by the provider of transportation brokerage services. The transportation broker would coordinate measures such as: encouraging transit use through the on-site sale of BART, Muni, and other carriers' passes to employees; and encouraging employee carpool and vanpool systems in cooperation with RIDES for Bay Area Commuters by providing a central clearinghouse for carpool and vanpool information.

- The project sponsor would implement a preferential parking program for employee carpool/vanpool vehicles to encourage carpooling.
- At the end of one year of operation, the sponsor would conduct a survey, in accordance with methodology approved by the Department of City Planning, to assess actual trip generation patterns of project occupants and actual pick-up and drop-off areas for carpools and vanpools. The project sponsor would make this survey available to the Department of City Planning. This measure would provide needed information to aid in transportation planning within the City.
- The project sponsor would, in consultation with the Muni, install eyebolts or make provisions for direct attachment of eyebolts for Muni trolley wires on the proposed building wherever necessary or agree to waive the right to refuse the attachment of eyebolts to the proposed building if such attachment is done at City expense.
- Secure and safe bicycle parking facilities would be provided in the proposed parking garage, determined by the bicycle-space demand generated by project employees, couriers, and short-term visitors, at a minimum of 18 spaces to satisfy Section 155(f), Article 1.5 of the City Planning Code.
- The project would improve the conditions of sidewalks on Seventh, Eighth and Townsend Streets by replacing or resurfacing the existing walkways.
- The project sponsor would participate, in an equitable manner, in the support of a shuttle transportation system within the Showplace Square Area, if so proposed.

MEASURES THAT COULD BE IMPLEMENTED BY PUBLIC AGENCIES

- Muni could improve service to the area by extending the loop of alternating 19-Polk line buses from Mission Street to Division Street.
- The traffic circle at Eighth and Townsend Streets is currently under assessment by the City Department of Public Works. If it is decided that the traffic circle is to remain, major improvements should be made. Necessary improvements would include: enlargement of the raised circular island and reconstruction of the curbs on the outside of the traffic circle to improve channelization of traffic into and through the intersection; more guidance signs and larger street signs; and reconstruction of

the street pavement to eliminate the abandoned railroad tracks. The reconstruction of the curbs on the outside of the traffic circle would benefit pedestrians as well as vehicular traffic, since it would shorten the travel distance to safely walk between the project site and the central Showplace Square area.

AIR QUALITY

PROPOSED AS PART OF THE PROJECT

- *- The project sponsor would require the contractor to sprinkle demolition sites with water continuously during demolition activity; sprinkle unpaved construction areas with water at least twice per day; cover stockpiles of soil, sand, and other such material; cover trucks hauling debris, soil, sand, or other such material; and sweep streets surrounding demolition and construction sites at least once per day to reduce TSP emissions. The project sponsor would require the project contractor to maintain and operate construction equipment so as to minimize exhaust emissions of TSP and other pollutants, by such means as a prohibition on idling motors when equipment is not in use or when trucks are waiting in queues, and implementation of specific maintenance programs (to reduce emissions) for equipment that would be in frequent use for much of a construction period.
- Mitigation measures identified for traffic impacts would also mitigate air quality impacts. Increasing roadway capacity (where feasible and cost effective), reducing vehicular traffic through increased ridesharing (carpool, vanpool, and transit), and implementing flexible and/or staggered work hours would reduce local and regional emissions of all pollutants.

NOISE

PROPOSED AS PART OF THE PROJECT

- The project sponsor would require the project contractor to muffle and shield intakes and exhaust, and use electric-powered, rather than diesel-powered construction equipment, as feasible, so that noise would not exceed limits stated in the City's Noise Ordinance (Article 29, San Francisco Administrative Code, 1972).

- The project sponsor would require the general contractor to construct barriers around the site and stationary equipment such as compressors, which would reduce construction noise by as much as five dBA, and to locate stationary equipment in pit areas or excavated areas as these areas would serve as noise barriers.
- *- An analysis of noise reduction measurements would be prepared by the project sponsor and recommended noise insulation features would be included as part of the proposed building, as recommended by the Environmental Protection Element of the San Francisco Comprehensive Plan. Such design features could include fixed windows and climate control.
- If a pile foundation is used, the project sponsor would require that the construction contractor predrill holes for piles, in order to minimize noise and vibration from pile driving. The actual pounding from pile driving would occur during a five- to eight-minute span per pile. The project sponsor has agreed to limit pile driving to the hours resulting in the least disturbance to the greatest number of neighboring uses. For nighttime pile driving, a work permit would be required from the Director of Public Works, pursuant to San Francisco Noise Ordinance Section 2907(c). The project sponsor would schedule pile driving so as to disturb the fewest people.

GEOLOGY/TOPOGRAPHY

PROPOSED AS PART OF THE PROJECT

- *- A detailed foundation and structural design study would be conducted for the building by a California-licensed structural engineer and a geotechnical consultant. The project sponsor would follow the recommendations of these studies during the final design and construction of the project.
- *- If dewatering were necessary, any groundwater pumped from the site would be retained in holding tanks to allow suspended particles to settle, if this is found necessary by the Industrial Waste Division of the Department of Public Works, to reduce the amount of sediment entering the storm drain/sewer lines.
- *- Should dewatering be necessary, the final soils report would address the potential settlement and subsidence impacts of this dewatering. Based upon this discussion,

the soils report would contain a determination as to whether or not a lateral and settlement survey should be done to monitor any movement or settlement of surrounding buildings and adjacent streets. If a monitoring survey is recommended, the Department of Public Works would require that a Special Inspector (as defined in Article 3 of the Building Code) be retained by the project sponsor to perform this monitoring. Groundwater observation wells would be installed to monitor the level of the water table and other instruments would be used to monitor potential settlement and subsidence. If, in the judgment of the Special Inspector, unacceptable subsidence were to occur during construction, groundwater recharge would be used to halt this settlement. The project sponsor would delay construction if necessary. Costs for the survey and any necessary repairs to service under the street would be borne by the project sponsor.

- The final soils report would also recommend whether or not watering of piles of any adjacent structures was necessary. If it were found to be necessary, the project sponsor would ensure that the general contractor complied.

HAZARDS

PROPOSED AS PART OF THE PROJECT

- *- An evacuation and emergency response plan would be developed by the project sponsor or building management staff, in consultation with the Mayor's Office of Emergency Services, to insure coordination between the City's emergency planning activities and the project's plan and to provide for building occupants in the event of an emergency. The project plan would be reviewed by the Office of Emergency Services and implemented by building management insofar as feasible before issuance by the Department of Public Works of final building permits.
- To expedite implementation of the City's emergency response plan, the project sponsor would prominently post information for building occupants concerning what action to take in the event of a disaster.
- If during the course of further soil analysis or during the course of site excavation, evidence of the presence of toxic or hazardous substances was found, the project sponsor would halt construction and would consult with the Environmental Review Officer in making a determination as to how to proceed. The project sponsor would comply with local, state and federal laws in handling any such substances.

VI. SIGNIFICANT ENVIRONMENTAL EFFECTS THAT CANNOT BE AVOIDED IF THE
PROPOSED PROJECT IS IMPLEMENTED

This chapter is subject to final determination by the City Planning Commission as part of its certification process for the EIR. Chapter VI of the Final EIR will be revised, if necessary, to reflect the findings of the Commission.

No project-specific significant impacts have been identified. Mitigation measures included as part of the project are described in Chapter V., Mitigation Measures, p. 100.

Cumulative development in greater downtown San Francisco would have a significant effect on the environment in that it would generate cumulative traffic increases as well as cumulative passenger loading on transit. The proposed project would contribute to these cumulative effects.

VII. THE RELATIONSHIP BETWEEN LOCAL SHORT-TERM USES OF MAN'S ENVIRONMENT AND THE MAINTENANCE AND ENHANCEMENT OF LONG-TERM PRODUCTIVITY

The project would accommodate the growing demand for showroom and mart space and ancilliary facilities in the area.

The project would involve relocation of the Yellow Cab Co. Existing vehicle trips associated with Yellow Cab would continue within the City, although not centered on the project site and vicinity as at present. Proposed uses on the site would generate vehicle trips to and from the site which would represent an increase of 320 vehicle trip ends per day in the project area.

VIII. SIGNIFICANT IRREVERSIBLE ENVIRONMENTAL CHANGES WHICH WOULD BE INVOLVED IN THE PROPOSED ACTION SHOULD IT BE IMPLEMENTED

The project would commit the project site to showroom and office uses probably for the lifetime of the project (50 years). The project could also encourage further commitment of land in the area to similar uses.

Construction materials and energy used for the project would involve use of some non-renewable resources. The project would result in increased automobile and transit trips.

IX. ALTERNATIVES TO THE PROPOSED PROJECT

A. NO PROJECT

This alternative would entail no physical change to the site as it now exists. The Yellow Cab Company would relocate to its new facility, which is currently under construction near the base of Potrero Hill; therefore all of the site, except for the portion occupied by May's Cafe, would become vacant. Pressure to use the vacant site for temporary parking and/or other development could increase.

In general, the environmental characteristics of this alternative would remain as described in the setting section of this report. Present levels of land-use change, noise, and visual effects now attributable as base conditions to cumulative development, but without the project, would continue as at present. If the project had not been proposed, Yellow Cab Co. would probably have remained on the site and traffic and air quality efforts would probably have remained at present levels. No height reclassification of the site would be necessary.

The effects identified in Chapter IV, Environmental Impacts, including transportation, construction noise and hazards would not occur. This alternative would preserve the option to develop a similar or different type of project on the site in the future.

The sponsor has rejected this alternative because, in the sponsor's opinion, it would not realize a return on his investment, would be an economic underuse of the site and would be inconsistent with policies of the Showplace Square Subarea of the Central Waterfront Plan of the Master Plan that encourage ancillary commercial activities in the area.

B. REDUCED DENSITY ALTERNATIVE

The reduced-density alternative would conform to the existing height limits (40 feet) for the project site (see Figure 16, p. 111). This alternative would consist of a four-story,

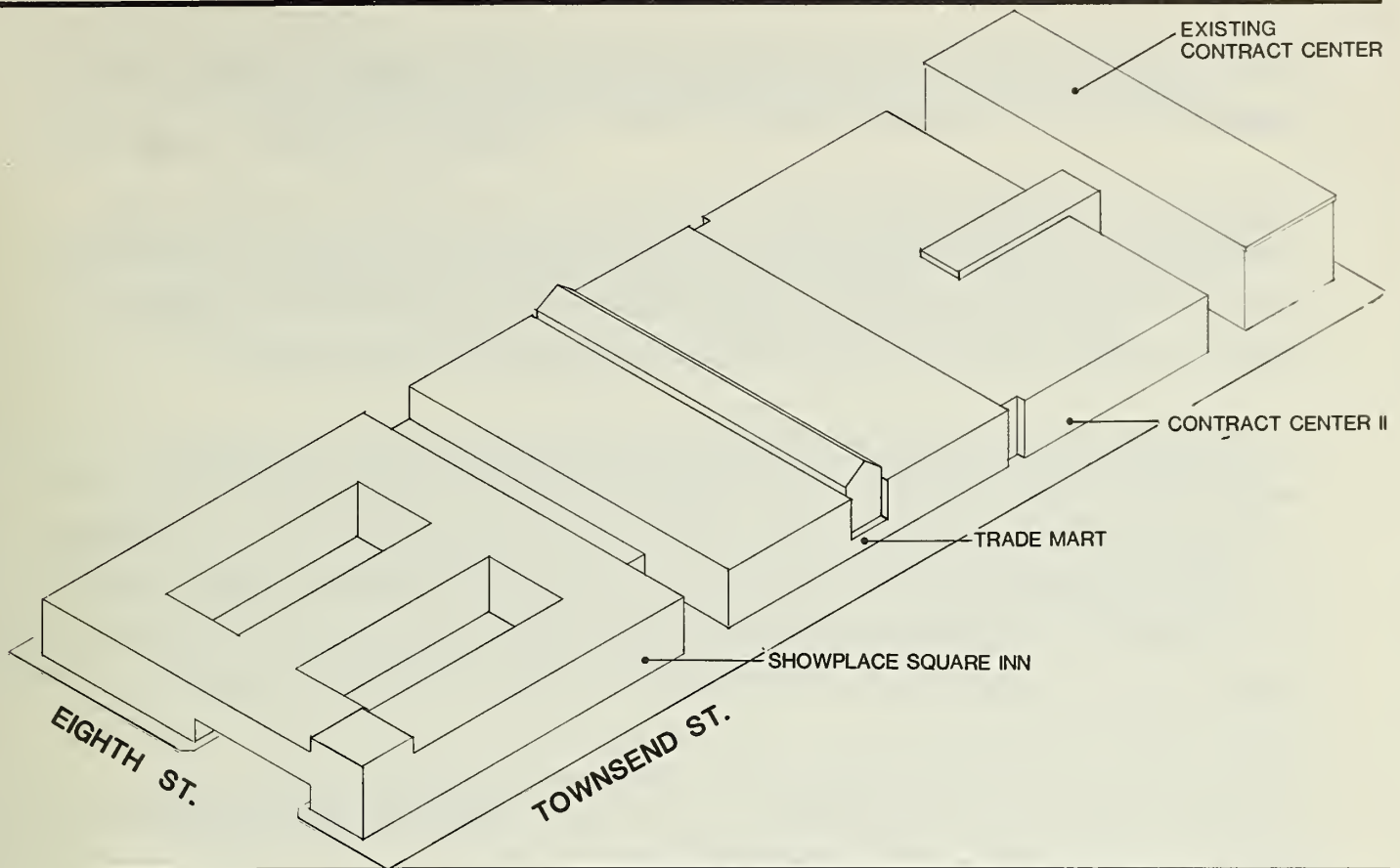


FIGURE 16
REDUCED DENSITY ALTERNATIVE
ISOMETRIC VIEW SHOWPLACE MARKET
CENTER AND CONTRACT CENTER II

SOURCE: FRIZZELL HILL MOORHOUSE
SAN FRANCISCO

40-foot-tall hotel containing 195 guest rooms and ground floor retail uses, a three-story, 40-foot-tall Trademart; and a three-story, 40-foot-tall commercial furniture mart (Contract Center II). The hotel portion of this alternative would be about 80 feet shorter at the southwest corner of the site, and would contain about 80 fewer guest rooms than the proposed project. The Trademart portion of this alternative would be about 25 feet shorter than the project, and contain about 131,000 square feet of mart space (63,300 square feet less than the project), and about 96 fewer parking spaces than the Trademart with the proposed project. The ground-floor auditoriums and retail space in the proposed Trademart would be omitted under this alternative. Contract Center II would be about 25 feet shorter and would contain about 128,500 square feet of mart space (83,600 square feet less than the proposed project). The FAR for the Showplace Market Center of this alternative would be about 2.4:1 compared to 3.1:1 for the project Showplace Market

Center. The FAR of Contract Center II and Contract Center I would also be about 2.4:1, compared to 4.1:1 for the project Contract Center II and Contract Center I.

This alternative would have about 72% of the hotel rooms, about 55% of the mart space, and about 39% of the retail space compared to that proposed for the project. As with the project, this alternative would require demolition of the existing Yellow Cab Company facilities and May's Cafe on the site, to permit construction of the alternative.

This alternative would be from 35 to 80 feet shorter than the project and, therefore, would be less visible in mid-range views. Building heights with this alternative would be about the same as lower service buildings and shorter brick buildings in the area, including the existing Contract Center I building adjacent to the site. No exterior setbacks would be incorporated into the building design of this alternative, compared to the four setbacks above the 40-foot (fourth floor) level of the project hotel. This alternative would not require a height reclassification for the site, as would the project, nor would it require a variance from the City Planning Code parking requirement; the hotel portion of this alternative would require Conditional Use authorization under current M-2 (Heavy Industrial) zoning for the site, as would the project.

This alternative would provide employment for about 423 new employees, compared to about 620 new employees for the proposed project. As with the project, the majority of new employees (about 65%) would be expected to be San Francisco residents.

Off-street loading spaces required for this alternative would be one for the hotel, four for the trademart, and three for Contract Center II. The loading spaces would be accessible from a parking lot at the north edge of the site, as with the project. About 94 fewer off-street parking spaces would be provided with the alternative, with the elimination of the ground-floor parking level of the trademart building. Access to basement level off-street parking in the Trademart and Contract Center II would be from Townsend Street as for the project.

Transportation, circulation, parking, and air quality would be proportionately less (about 40%) than those of the proposed project. This alternative would have no auditoriums. Effects on architectural, archaeological and cultural resources, wind, construction noise

and potential hazard effects would be the same as with the project. This alternative would not cause growth inducing effects to the same extent as the project, as a height reclassification would not be required.

This alternative was rejected by the sponsor because, in the sponsor's opinion, it would not contain wholesale trademart space in sufficient quantities to attract major users of the space for trade show events or long-term wholesale trade tenants to the project.

The project sponsor considers that the existing architectural character of the Showplace Square area warrants a unique and complementary building design, and believes that the architecture of this alternative would not be as unique as the proposed project, and would not relate as well to the brick building facades of existing larger buildings in the vicinity, such as the Contract Center I, and Baker-Hamilton buildings at Seventh and Townsend Streets; and those on both sides of Henry Adams Street.

C. NO CLOCK TOWER OR SPIRE

The building design and envelope of the Trademart and Contract Center II would be identical to the proposed project. The design of the Showplace Square Inn would also be identical, except that the southwestern corner of the building would not be capped with a clock tower/spire, as with the proposed project.

Land use, archaeological, cultural, transportation, circulation, and parking, air quality, wind, construction noise, hazard and growth inducement effects of this alternative would be the same as those of the proposed project. As with the project, a height reclassification to 65 feet would be necessary. Conditional Use authorization for the hotel use under M-2 zoning, and a variance for not providing the required number of parking spaces would be required (as with the project). This alternative would require authorization for additional height of 80 feet at the southwestern corner of the site as would the project, but would not require a special provision under the rezoning proposal for architectural features, as the clock tower or spire would be eliminated.

This alternative has been rejected by the sponsor because in the sponsor's opinion it would result in a less unique and interesting building design than would the project, and would not provide the intended visual landmark identifying the Showplace District.

X. EIR AUTHORS AND CONSULTANTS; ORGANIZATIONS AND PERSONS
CONSULTED

EIR AUTHORS

San Francisco Department of City Planning
450 McAllister Street
San Francisco, CA 94102
Environmental Review Officer: Barbara W. Sahm
EIR Supervisor: Sally E. Maxwell
DEIR Coordinator: David Hood

EIR CONSULTANTS

Environmental Science Associates, Inc.
760 Harrison Street
San Francisco, CA 94107
Associate-in-Charge: Avril Tolley
Project Manager: Wendy Lockwood
Deputy Project Manager: Chris Glore

Reeves Consulting Services
(Transportation)
801 Corbett Street, #11
San Francisco, CA 94131
Robert Reeves

Mason Tillman Associates
(Cultural Resources)
2955 Avalon Avenue
Berkeley, CA 94705
Eleanor Ramsey

PROJECT SPONSOR

Bay West Development Company
450 Sansome Street, Suite 1600
San Francisco, CA 94111
Mathew Witte

PROJECT ARCHITECTS

Kaplan/McLaughlin/Diaz
222 Vallejo Street
San Francisco, CA 94111
Leon Sugarman
Ed Tanovitz

Frizzell Hill Moorhouse
170 Maiden Lane, 3rd Floor
San Francisco, CA 94108
John Hill
Peter Mason

PROJECT ATTORNEY

Morrison & Foerster
345 California Street
San Francisco, CA 94104-2105
Zane Gresham

XI. DISTRIBUTION LIST

FEDERAL AND STATE AGENCIES

Northwest Information Center
California Archaeological Inventory
Department of Anthropology
Sonoma State University
Rohnert Park, CA 94928
Attn: Christian Gerike

California Department of Transportation
Business and Transportation Agency
P.O. Box 7310
San Francisco, CA 94120
Attn: Darnall W. Reynolds,
District CEQA Coordinator

State Office of Intergovernmental
Management
State Clearinghouse
1400 - Tenth Street
Sacramento, CA 95814

REGIONAL AGENCIES

Association of Bay Area Governments
P.O. Box 2050
Oakland, CA 94604

California Department of Transportation
Public Transportation Branch
P.O. Box 7310
San Francisco, CA 94120
Attn: David Tannehill

CITY AND COUNTY OF SAN FRANCISCO

Bureau of Building Inspection
450 McAllister Street
San Francisco, CA 94102
Attn: Franklin Lew,
Acting Superintendent

Landmarks Preservation Advisory Board
450 McAllister Street
San Francisco, CA 94102
Attn: Jonathan H. Malone
Patrick McGrew, President
Lucia Bogatay
Philip P. Choy
Elizabeth de Losada
David M. Hartley
Carolyn Klemeyer
Jean E. Kortum
Ann Sabiniano
John Ritchie

Mayor's Economic Development Council
100 Larkin Street
San Francisco, CA 94102
Attn: Mr. Bill Witte, Director

Mayor's Office of Community Development
100 Larkin Street
San Francisco, CA 94102
Attn: Moira So

Public Utilities Commission
949 Presidio Avenue, Room 150
San Francisco, CA 94115
Attn: Tom Jordan, Director
Bureau Services

Public Utilities Commission
Bureau of Energy Conservation
110 McAllister Street, Room 402
San Francisco, CA 94102
Attn: Joseph Johnson, Director

Recreation & Park Department
McLaren Lodge
Golden Gate Park
Fell and Stanyan Streets
San Francisco, CA 94117
Attn: Deborah Learner

San Francisco Bureau of Engineering
Streets and Highways
45 Hyde Street, Room 212
San Francisco, CA 94102

San Francisco City Planning Commission
450 McAllister Street
San Francisco, CA 94102
Attn: Lee Woods
Toby Rosenblatt, President
Richard Allen
Susan Bierman
Roger Boas
Beatrice Hemphill
Norman Karasick, Alt.
Buddy Nothenberg
Yoshio Nakashima
Douglas G. Wright, Alt.

San Francisco Department of
Public Works
Bureau of Engineering
Division of Streets & Highways
45 Hyde Street, Room 208
San Francisco, CA 94102
Attn: Tim A. Molinare

San Francisco Department of
Public Works
Mechanical Engineering Section
45 Hyde Street, Room 222
San Francisco, CA 94102
Attn: Vijay K. Gupta

San Francisco Department of
Public Works
Traffic Engineering Division
460 McAllister Street
San Francisco, CA 94102
Attn: Nelson Wong

San Francisco Fire Department
260 Golden Gate Avenue
San Francisco, CA 94102
Attn: Ed Phipps, Chief
Division of Planning & Research

San Francisco Municipal Railway
MUNI Planning Division
949 Presidio Avenue, Room 204
San Francisco, CA 94115
Attn: Peter Straus

San Francisco Real Estate Department
25 Van Ness Avenue, Room 204
San Francisco, CA 94115
Attn: Mr. Wallace Wortman,
Director of Property

Water Department Distribution Division
425 Mason Street
San Francisco, CA 94102
Attn: Hans Bruno, Assist. Manager

GROUPS AND INDIVIDUALS

AIA
San Francisco Chapter
790 Market Street
San Francisco, CA 94102

John Bardis
Sunset Action Committee
1501 Lincoln Way, #503
San Francisco, CA 94122

Alice Suet Yee Barkley
870 Market Street, Suite 913
San Francisco, CA 94102

Peter Bass
Ramsey/Bass Interest
3756 Grant Avenue, Suite 301
Oakland, CA 94610

Bay Area Council
847 Sansome Street
San Francisco, CA 94111

Albert Beck
c/o Geography Department
California State University, Chico
Chico, CA 95929

Bendix Environmental Research, Inc.
1390 Market Street, Suite 902
San Francisco, CA 94102

Tony Blaczek
Finance Department Coldwell Banker
1 Embarcadero Center, 23rd Floor
San Francisco, CA 94111

Bruce Breitman
The Breitman Company
120 Howard Street, Suite 440
San Francisco, CA 94105

Georgia Brittan
870 Market Street, Room 1119
San Francisco, CA 94102

Brobeck, Phleger, Harrison
One Market Plaza
San Francisco, CA 94105
Attn: Susan R. Diamond

Michael Buck
1333 - 35th Avenue
San Francisco, CA 94122

Dale Carlson
369 Pine St., #800
San Francisco, CA 94104

Charter Commercial Brokerage Company
Market Research Department
101 California Street, Suite 900
San Francisco, CA 94111

Chickering & Gregory
3 Embarcadero Center, 23rd Floor
San Francisco, CA 94111
Attn: Kent Soule

Coalition for San Francisco
Neighborhoods
Mrs. Dorice Murphy
175 Yukon Street
San Francisco, CA 94114

Joseph Cortiz
2853 22nd Street
San Francisco, CA 94110

Cushman & Wakefield of California, Inc.
Bank of America Center
555 California Street, Suite 2700
San Francisco, CA 94104
Attn: James A. Hogland

Cushman and Wakefield of California, Inc.
Bank of America Center
555 California Street, Suite 2700
San Francisco, CA 94104
Attn: Kent Swig

Calvin Dare
David Rhoades & Assoc.
400 Montgomery Street, Suite 604
San Francisco, CA 94104

Alex Diamondidis
#58 Varennes
San Francisco, CA 94133

James S. Dielschneider
258-B Red Rock Way
San Francisco, CA 94131

DKS Associates
1419 Broadway, Suite 700
Oakland, CA 94612-2069

Rita Dorst
RB International Services
9 Boston Ship Plaza
San Francisco, CA 94111

Downtown Association
582 Market Street
San Francisco, CA 94105
Attn: Mr. Lee Dolson

Michael V. Dyett
Blayney-Dyett
70 Zoe Street
San Francisco, CA 94103

Environmental Impact Planning
319 Eleventh Street
San Francisco, CA 94103
Attn: Cathleen Galloway Brown

Environmental Planning & Research, Inc.
649 Front Street
San Francisco, CA 94111
Attn: Leslie de Boer

Farella, Braun & Martel
235 Montgomery Street
San Francisco, CA 94104
Attn: Sandra Lambert

Suzanne Forman
Gaston Snow & Ely Bartlett
101 California Street, 40th Floor
San Francisco, CA 94111

The Foundation for San Francisco's
Architectural Heritage
2007 Franklin Street
San Francisco, CA 94109
Attn: Mark Ryser
Acting Executive Director

Friends of the Earth
1045 Sansome Street #404
San Francisco, CA 94111
Attn: Connie Parrish

Gensler and Associates
550 Kearny Street
San Francisco, CA 94103
Attn: Jane Winslow

Charles T. Gill
The Aspen Group West, Inc.
505 Sansome Street, Suite 1005
San Francisco, CA 94111

Goldfarb & Litman
491 9th Street
Oakland, CA 94607
Attn: Paula Crow

Annette M. Granucci
Commercial News Publishing Co.
125 Twelfth Street
San Francisco, CA 94103

Gary Green
Chevron Land & Development Co.
P. O. Box 7147
San Francisco, CA 94120-7147

Gruen Gruen + Associates
564 Howard Street
San Francisco, CA 94105

Peter Healy
Gaston Snow & Ely Bartlett
101 California Street, 44th Floor
San Francisco, CA 94111

Donald Head & Associates
109 Minna Street, #293
San Francisco, CA 94105

Valerie Hersey
Munsell Brown
950 Battery
San Francisco, CA 94111

Sue Hestor
870 Market Street, Room 1121
San Francisco, CA 94102

Lee & Fan
Architecture & Planning, Inc.
580 Market St., Suite 300
San Francisco, CA 94104
Attn: Robert Fan, Jr.

Carole Lester
Lawyers Title Company of San Francisco
One California Street, Suite 2200
San Francisco, CA 94111

Olive Lewis
Solem & Associates
545 Mission Street
San Francisco, CA 94105

Larry Mansbach
120 Montgomery Street, Suite 1776
San Francisco, CA 94104

Marathon U.S. Realities, Inc.
595 Market Street, Suite 1330
San Francisco, CA 94105
Attn: Rolf Wheeler

Bruce Marshall
San Francisco Muni Coalition
600 Montgomery Street, 13th Floor
San Francisco, CA 94111

Daj Oberg
Knox & Cincotta
1170 Market Street, 3rd Floor
San Francisco, CA 94102

Page Anderson & Turnbull
364 Bush Street
San Francisco, CA 94104

Pillsbury, Madison & Sutro
P.O. Box 7880
San Francisco, CA 94120
Attn: Susan Pearlstine

Planning Analysis & Development
530 Chestnut Street
San Francisco, CA 94133
Attn: Gloria Root

XI. Distribution List

Potrero Boosters and
Merchants Association
1841 19th Street, No. 3
San Francisco, CA 94107
Attn: Robert H. Bradford,
President

Potrero Hill League of Active Neighbors
577 Arkansas Street
San Francisco, CA 94107
Attn: James Firth, Coordinator

Mrs. G. Bland Platt
310 Walnut Street
San Francisco, CA 94118

Neville Price & Associates
25 Ecker Square, Suite 1050
San Francisco, CA 94105

Bruce Raful
Rothschild Cappiello
332 Pine Street, Suite 511
San Francisco, CA 94104

Research & Decisions Corporation
375 Sutter Street, Suite 300
San Francisco, CA 94108
Attn: Deborah McNamee

Bob Rhine
Capital Planning Department UCSF
145 Irving Street
San Francisco, CA 94122

San Franciscans For Reasonable Growth
241 Bartlett Street
San Francisco, CA 94110
Attn: David Jones

San Francisco Building and
Construction Trades Council
400 Alabama Street, Room 100
San Francisco, CA 94110
Attn: Stanley Smith

San Francisco Chamber of Commerce
465 California Street
San Francisco, CA 94104
Attn: Richard Morten

San Francisco Christian School
699 Serramonte Blvd.
Daly City, CA 94105
Mr. John Innes

San Francisco Ecology Center
13 Columbus Avenue
San Francisco, CA 94111

San Francisco Labor Council
510 Harrison Street
San Francisco, CA 94105-3104
Attn: Walter Johnson

San Francisco Planning &
Urban Research Association
312 Sutter Street
San Francisco, CA 94108

San Francisco Tomorrow
942 Market, Room 505
San Francisco, CA 94102
Attn: Tony Kilroy

John M. Sanger
Pettit & Martin
101 California Street, 35th Floor
San Francisco, CA 94111

Sedway Cooke Associates
350 Pacific Avenue, 3rd Floor
San Francisco, CA 94111

Richard Seeley & Co.
1814 Franklin Street, #503
Oakland, CA 94612

Shartsis Freise & Ginsburg
255 California Street, 9th Floor
San Francisco, CA 94111
Attn: Dave Kremer

Sierra Club
530 Bush Street
San Francisco, CA 94108
Attn: Becky Evans

Skidmore, Owings and Merrill
One Maritime Plaza
San Francisco, CA 94111
Attn: Jerry Goldberg

Robert Snook
Wells Fargo Bank
475 Langton Street
San Francisco, CA 94111

Mark R. Solit
Embarcadero Center, Ltd.
Four Embarcadero, Suite 2600
San Francisco, CA 94111

South of Market Alliance
74 Langton Street
San Francisco, CA 94103

Kenneth T. Sproul
The Rubicon Group
351 California Street, Suite 500
San Francisco, CA 94104

Square One Film & Video
725 Filbert Street
San Francisco, CA 94133

Wayne E. Stiefvater, President
Appraisal Consultants
701 Sutter Street
San Francisco, CA 94109

Robert S. Tandler
Steefel, Levitt & Weiss
One Embarcadero Center, 29th Floor
San Francisco, CA 94111

Rod Teter
Cahill Construction Company
425 California Street, Suite 2300
San Francisco, CA 94103

Jerry Tone, Loan Officer
Real Estate Industries Group
Wells Fargo Bank, N.A.
475 Sansome Street, 19th floor
San Francisco, CA 94111

Kathy Van Velsor
19 Chula Lane
San Francisco, CA 94114

Steven Weicker
899 Pine Street, #1610
San Francisco, CA 94108

Calvin Welch
Council of Community Housing
Organizations
409 Clayton Street
San Francisco, CA 94117

Eunice Willette
1323 Gilman Avenue
San Francisco, CA 94124

Bethea Wilson & Associates
Art in Architecture
2028 Scott, Suite 204
San Francisco, CA 94115

Marie Zeller
Whisler-Patri
P. O. Box 7054
San Francisco, CA 94120-7054

MEDIA

Leland S. Meyerzove
KPOO - FM
P. O. Box 6149
San Francisco, CA 94101

San Francisco Bay Guardian
2700 - Nineteenth Street
San Francisco, CA 94110
Attn: Patrick Douglas, City Editor

San Francisco Business Journal
635 Sacramento Street, Suite 310
San Francisco, CA 94111
Attn: Kirstin E. Downey

San Francisco Chronicle
925 Mission Street
San Francisco, CA 94103
Attn: Evelyn Hsu

San Francisco Examiner
P.O. Box 7260
San Francisco, CA 94120
Attn: Gerald Adams

San Francisco Progress
851 Howard Street
San Francisco, CA 94103
Attn: E. Cahill Maloney

The Sun Reporter
1366 Turk Street
San Francisco, CA 94115

Tenderloin Times
146 Leavenworth Street
San Francisco, CA 94102
Attn: Rob Waters

LIBRARIES

Cogswell College Library
600 Stockton Street
San Francisco, CA 94108

Document Library
City Library - Civic Center
San Francisco, CA 94102
Attn: Faith Van Liere

Environmental Protection Agency Library
215 Fremont Street
San Francisco, Ca 94105
Attn: Jean Circiello

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State and Local Documents Division
Stanford, CA 94305

Government Publications Department
San Francisco State University
1630 Holloway Avenue
San Francisco, CA 94132

Hastings College of the Law - Library
200 McAllister Street
San Francisco, CA 94102-4978

Institute of Government Studies
1209 Moses Hall
University of California
Berkeley, CA 94720

NEIGHBORING PROPERTY OWNERS

Wing Sing Chong Co.
685 7th Street
San Francisco, cA 94103

Ronaldo Cinciarulo
Primo Properties
700 7th Street
San Francisco, CA 94107

I. J. Gabriel, Gabriel Family Trust
3449 Valencia Ave.
San Francisco, CA 92404

Joanne Liss
House of Sobel
680 8th Street
San Francisco, CA 94103

Southern Pacific Transportation
One Market Plaza
San Francisco, CA 94105

APPENDICES

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DEPARTMENT OF CITY PLANNING

450 McALLISTER STREET • SAN FRANCISCO CALIFORNIA 94102

NOTICE THAT AN ENVIRONMENTAL IMPACT REPORT IS DETERMINED TO BE REQUIRED

Date of this Notice: October 25, 1985

Lead Agency: City and County of San Francisco, Department of City Planning
450 McAllister Street - 5th Floor, San Francisco, CA 94102

Agency Contact Person: David Hood

Telephone: (415) 558-5261

Project Title: 84.613E: Showplace Market
Center/Contract Center II
Development and Rezoning

Project Sponsor: Bay West Development Co.

Project Contact Person: Matthew L. Witte

Project Address: 695 Eighth St.; 650 Townsend St.

Assessor's Block(s) and Lot(s): Lots 5, 6, 8, and part of 7, Assessor's Block 3783

City and County: San Francisco

Project Description: The project consists of a 275-unit hotel with ground-floor retail and basement parking; 194,200 sq. ft. of showroom space, a 20,300-sq.-ft. theater, 9,000 sq. ft. of retail and a 334-space parking garage in the Market Center; and a 211,700-sq.-ft. commercial furniture mart with 3,600 sq. ft. of retail and 156 basement parking spaces. The project would replace the Yellow Cab Co., which is moving to a Potrero Hill site, and May's Diner.

THIS PROJECT MAY HAVE A SIGNIFICANT EFFECT ON THE ENVIRONMENT AND AN ENVIRONMENTAL IMPACT REPORT IS REQUIRED. This determination is based upon the criteria of the Guidelines of the State Secretary for Resources, Sections 15063 (Initial Study), 15064 (Determining Significant Effect), and 15065 (Mandatory Findings of Significance), and the following reasons, as documented in the Environmental Evaluation (Initial Study) for the project, which is attached.

Please see attached Initial Study.

Deadline for Filing of an Appeal of this Determination to the City Planning Commission: November 4, 1985.

An appeal requires: 1) a letter specifying the grounds for the appeal, and;
2) a \$35.00 filing fee.

Barbara W. Sahm
Barbara W. Sahm, Environmental Review Officer

INITIAL STUDY

SHOWPLACE MARKET CENTER - CONTRACT CENTER II DEVELOPMENT AND REZONING 84.613E

I. PROJECT DESCRIPTION

The proposed project is a height reclassification and new construction in the reclassified area. The project includes a 243,000 sq. ft. hotel building stepped up from four to eight stories with 275 suites, 8,100 sq. ft. of retail and underground parking for 42 cars; a five-story, 211,700-sq.-ft. commercial furniture mart (Contract Center II), including 3,600 sq. ft. of retail, and underground parking for 156 cars. The project also includes a four-story mixed-use building containing 194,200 sq. ft. of mart space, 9,000 sq. ft. of ground-floor retail space, 20,300 sq. ft. in a four-plex movie theater and about 334 parking spaces on the basement and ground floor levels. The site covers most of the southern half of the block bounded by Eighth, Townsend, Seventh and Brannan Sts. The project site is presently in the M-2 Heavy Industrial District and the 40-X Height and Bulk District; it is on Assessor's Block 3783, and consists of Lots 5, 6, and 8, and a portion of Lot 7 (see Figure 1, p. 2). The proposed hotel use would require Conditional Use authorization in the M-2 District. The sponsor is proposing, as part of the project, a height reclassification from 40-X to 65 ft. with an additional limit of 80 ft. subject to Special Use authorization by the City Planning Commission. The rezoning proposal contains a special provision for "Architectural Feature", i.e., a clock tower or spire up to a height of 120 ft., also subject to Special Use authorization.

The current permitted Floor Area Ratio (FAR) is 5:1. The FAR of the Showplace Market Center (SMC) (i.e., all of the above components except Contract Center II (CC II)) would be about 3.8:1; the proposed CC II would be about 4.2:1, including the existing Contract Center I building. (The existing Contract Center I is a four-story, 80,000-sq.-ft. recently renovated brick structure contiguous to the east of the proposed CC II site.)

The 151,250-sq.-ft. SMC site currently contains a two-story building housing Yellow Cab's administrative offices and vehicle maintenance facilities, a one-story restaurant (May's Cafe), a covered gas pump area, and paved areas for cab storage. All existing structures would be removed prior to commencement of the project. The 55,000-sq.-ft. CC II site currently contains a metal storage shed; the balance of the site is paved.

The proposed project would be an expansion of the existing Showplace Square wholesale trade mart facilities which have developed over the past 15 years. Related buildings surrounding the site include a wholesale liquor warehouse (House of Sobel), southwest of the site at Eighth and Division Sts.; the Showplace Square design center, south of the site at Henry Adams and Division Sts.; the Baker Hamilton design center to the southeast at Seventh and King Sts.; the Gift Center to the north at Brannan and Eighth Sts.; the Trade Concourse at Brannan between Seventh and Eighth Sts.; and the DataMart, currently under construction, to the northwest at Ninth and Brannan Sts. (see Figure 1). Buildings in the project vicinity incorporate a variety of architectural styles and surface materials, but are primarily of brick, concrete and wood.

The hotel would step from 40 ft. in height at the base (floors one through four), in 10-ft. increments, to a maximum height of 80 ft. at the southwest corner, exclusive of a 40-ft. clock tower that would cap the corner of the hotel. Inclusion of the clock tower would require a text amendment to the Planning Code. The hotel would contain a basement parking level with 42 spaces. The ground floor would contain limited restaurant and retail space, internal to the hotel, fronting a proposed pedestrian plaza on Townsend St. The balance of the ground floor would contain the hotel lobby, meeting rooms, kitchen, and administrative and "back of house" areas (e.g., service areas, laundry, employee lockers/dining room, personnel offices, food storage, maintenance, etc.). An interior courtyard would contain a pool, and a plaza furnished with tables and chairs for outdoor dining. Upper floors would contain guest rooms (see Figures 2 and 3, pp. 4 and 5).

The main pedestrian and vehicular entrance to the hotel and to the parking garage would be from a "motor court" internal to the hotel structure, with ingress and egress on Eighth St. Loading activities would take place in a secured, screened area at the rear (northeasterly edge) of the hotel.

The proposed Contract Center II would be joined to the existing Contract Center I by a double-height glass-roofed exhibit/gallery arcade. A bridge joining the top floors of both buildings is also proposed. One hundred fifty-six parking spaces would be provided in one subsurface level. The parking entrance would be mid-block on Townsend St. between the Contract Center II and the Showplace Market Center mixed-use development.

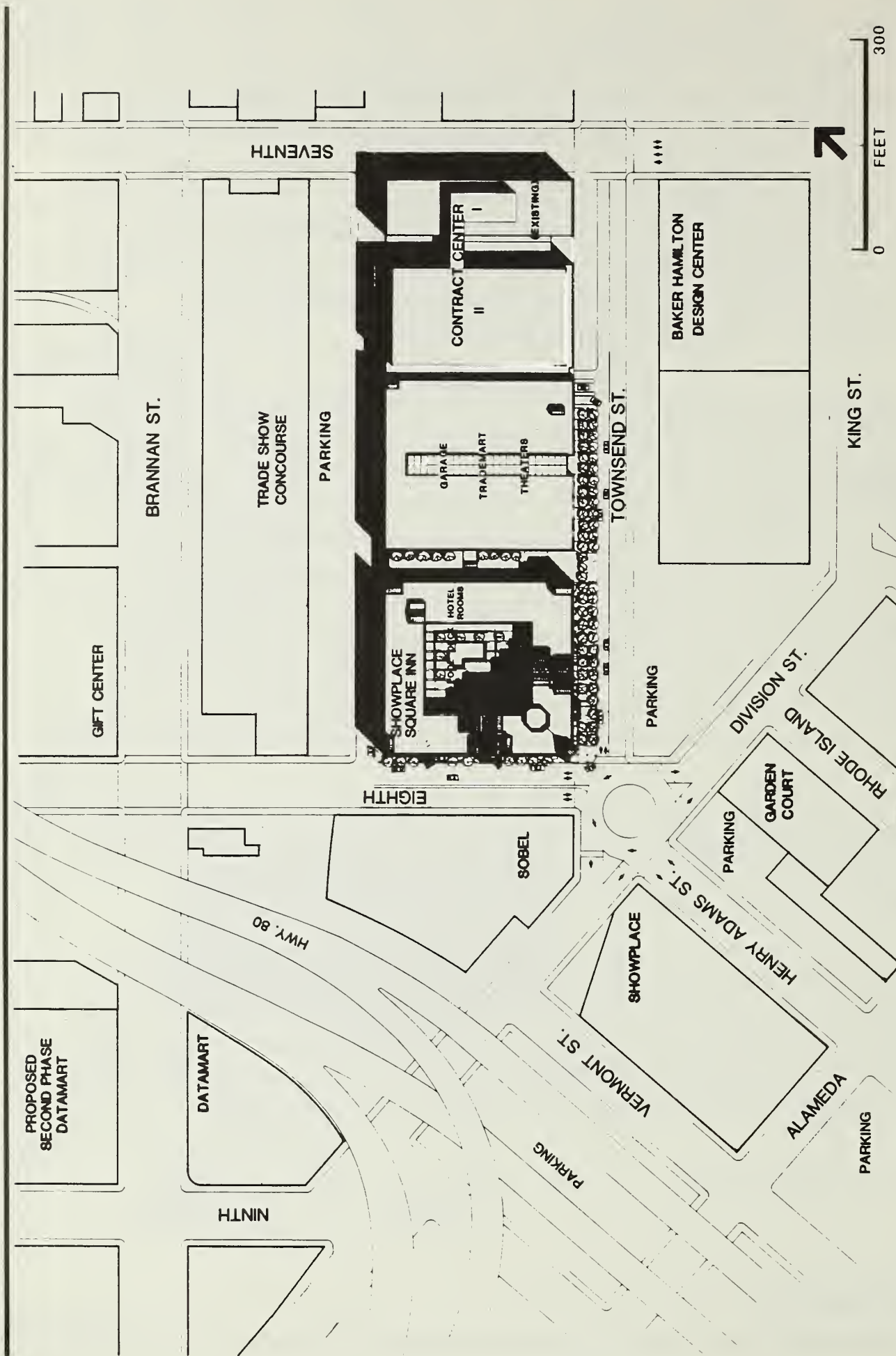


FIGURE 2
SITE PLAN
SHOWPLACE MARKET CENTER / CONTRACT CENTER II

SOURCE: Frizzell Hill Moorhouse and Kaplan/McLaughlin/Diaz

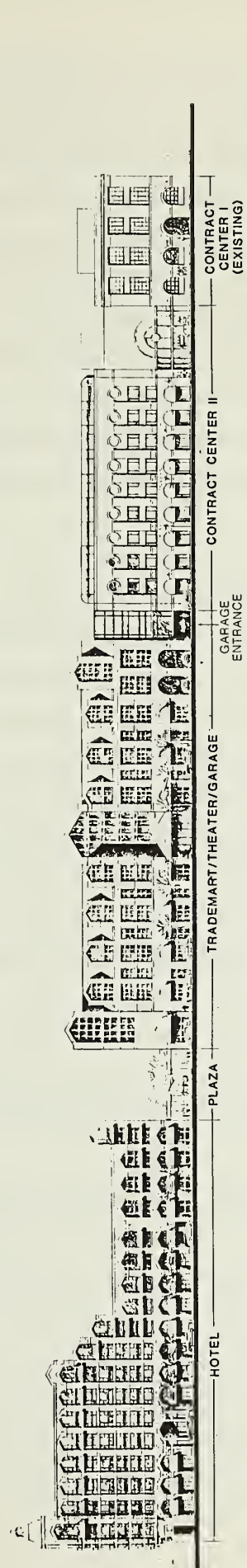


FIGURE 3
TOWNSEND STREET ELEVATION
SHOWPLACE MARKET CENTER/
CONTRACT CENTER II

SOURCE: Frizzell Hill Floorhouse and Kadian/McLaughlin/Diaz

The mixed-use portion of the project would be about 65 ft. high at the roof level and would include one subsurface level with 196 parking spaces. An open-air pedestrian plaza, accessible from Townsend Sts., would be located at the rear (easterly) edge of the hotel, between the hotel and the trade mart/theater portion of the project. The mart lobby would front Townsend St. at ground level; the theater lobby would front the plaza, and retail space would front on both Townsend St. and the plaza. Loading areas would be provided on the northwesterly corner of the mart complex; parking for the mart and theaters would be provided in the 196-space subsurface garage; and in the 96-space garage on the ground level (see Figures 2 and 3). Vehicle access would be provided to both the subsurface garage and the CC II garage from Townsend St. Vehicle access to the ground-level parking garage would be from a private drive accessible from Seventh and Eighth Sts.

Facades of all structures would be clad with a combination of brick and brick panels and industrial-sash-style glazing. Architectural elements, such as concrete or masonry lintels and window sills, recessed windows and entrances, and arches over windows and entries at ground level, would be used on all major facades, in keeping with materials and detailing found in buildings in the vicinity. Awnings are also proposed at ground-level openings throughout both the SMC and CC II and are intended to serve as a unifying architectural element. Awnings would be subject to Planning Code signage controls if lettered, or to Building Code requirements if unlettered.

The project sponsor is Bay West Development Company. The project architect for the Showplace Market Center is Frizzell Hill Moorhouse, Inc. The project architect for the Contract Center II is Kaplan/McLaughlin/Diaz.

II. SUMMARY OF POTENTIAL ENVIRONMENTAL EFFECTS

A. EFFECTS FOUND TO BE POTENTIALLY SIGNIFICANT

The proposed project is examined in this Initial Study to identify potential effects on the environment. Some potential effects have been determined to be potentially significant, and require analysis in an environmental impact report (EIR). They include: the relationship of the proposed project to, and its effects on, land uses in the project vicinity; zoning; urban design; ground-level wind speeds; cultural resources; transportation; traffic-generated air quality effects; construction noise; and hazards.

B. EFFECTS FOUND NOT TO BE SIGNIFICANT

The following potential impacts were determined either to be insignificant or to have been mitigated through measures included in the project. These items require no further environmental analysis and will not be addressed in the EIR:

View Blockage: The project would not block any public views of scenic vistas, nor would it block views over the site from residences on Potrero Hill.

Population (Employment and Housing): The project would accommodate primarily semi- and unskilled employment which would largely be filled by San Francisco residents.

Noise: After completion, building operation would not increase perceptible noise levels in the project vicinity. The hotel portion of the project would include noise insulation features as required for residential uses by Title 25.

Air Quality: Construction of the project would have short-term effects on air quality in the project vicinity. A mitigation measure to reduce particulate emissions generated during construction activities to insignificant levels is included in the project (see p. 26).

Shadows on Public Spaces: Shadow studies show that the project would create limited new shading on streets and sidewalks around the site. The project would not shade any public open space or property owned by the Recreation and Park Department.

Utilities/Public Services: The proposed project would increase demand for utilities and public services, but would not require additional service facilities beyond those existing. Expansion of telephone and electric lines in the streets would be completed in order to provide the project with services.

Biology: The proposed project would not affect any plants or animals, as the site is completely covered by impervious surfaces.

Geology/Topography: A detailed geotechnical report would be prepared by a California-licensed engineer. The project sponsor and contractor would follow recommendations made in that report regarding building construction. Measures to mitigate potential impacts associated with excavation and dewatering are included in the project (see pp. 26-27).

water: The project would not affect drainage patterns or water quality because the site is entirely covered with impermeable surfaces.

Energy: The project would be designed to surpass performance standards of Title 24 of the California Administrative Code. Its annual energy budget would be about 159,400 Btu per sq. ft. Peak electrical energy and natural gas use would not coincide with PG&E's systemwide peaks.

III. ENVIRONMENTAL EVALUATION CHECKLIST

A. COMPATIBILITY WITH EXISTING ZONING AND PLANS.	<u>N/A</u>	<u>Discussed</u>
Could the project:		
1. Discuss any variances, special authorization, or changes proposed to the City Planning Code or Zoning Map, if applicable.	—	<u>X</u>
*2. Discuss any conflicts with the Comprehensive Plan of the City and County of San Francisco, if applicable.	—	<u>X</u>
*3. Discuss any conflicts with any other adopted environmental plans and goals of the City or Region, if applicable.	—	<u>X</u>

The relationship of the project to the provisions of the Planning Code and the rezoning included as part of the project will be discussed in the EIR for the project. Issues related to compatibility with proposed zoning and these plans will be discussed in the EIR. The project's relationship to Objectives and Policies of the San Francisco Master Plan will be discussed in the EIR. The project would not conflict with other plans and goals.

B. ENVIRONMENTAL EFFECTS

I. <u>Land Use</u> . Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
*a. Disrupt or divide the physical arrangement of an established community?	—	<u>X</u>	—

* Derived from State EIR Guidelines, Appendix C, normally significant effect.

1. <u>Land Use.</u> Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
b. Have any substantial impact upon the existing character of the vicinity?	<u>X</u>	<u>—</u>	<u>X</u>

The proposed project is located in San Francisco's Central Waterfront District, an area characterized mainly by low-intensity industrial use such as warehouses, wholesaling, rail yards, maritime activities, and a small residential section. The immediate project site vicinity is growing as a wholesale center where warehouses have been converted into wholesale design showrooms.

The hotel portion of the project would require Conditional Use authorization under the current M-2 (Heavy Industrial) zoning. Land use will be addressed in the EIR.

The proposed project would replace Yellow Cab Administrative offices, a diner, a covered gas pump area, and a paved area for cab storage. The Yellow Cab Co. is relocating to a site currently under construction south of Potrero Hill.

The inn and theater included in the project would be the first such uses and would, along with the retail and parking facilities, provide commercial and parking support for the area. Since the area is growing as a design center, the inn, theater, trade mart, and contract center would contribute to a unique, self-contained environment which would serve visitors coming to the area for design and trade shows. In addition, the proposed project would address the Central Waterfront Plan objective for development of the area as a major design center.

2. <u>Visual Quality.</u> Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
*a. Have a substantial, demonstrable negative aesthetic effect?	<u>—</u>	<u>X</u>	<u>X</u>
b. Substantially degrade or obstruct any scenic view or vista now observed from public areas?	<u>—</u>	<u>X</u>	<u>X</u>
c. Generate obtrusive light or glare substantially impacting other properties?	<u>—</u>	<u>X</u>	<u>X</u>

Buildings in the project vicinity are primarily of brick, concrete and wood and are broad and low in scale. Many of the buildings in the area are old brick warehouses that have been converted to showrooms.

The proposed project's design would be compatible with existing structures, incorporating a combination of brick and industrial-sash-style glazing, and architectural elements similar to buildings in the vicinity. The proposed project would not use mirrored glass and would thus create no appreciable glare affecting drivers passing on the nearby freeway. There is no residential development in the immediate vicinity, so nighttime lighting at the hotel would not result in glare affecting other properties.

The proposed project would be partially visible from the Potrero Hill area. In general, the project would interrupt few, if any, views due to the relatively low height of its major bulk, and would not intrude as a dominant element in the San Francisco skyline when seen from vantage points such as Henry Adams St./Kansas St., which is the major view corridor from Potrero Hill to the project site. The taller part of the project is the proposed four-to eight-story portion of the inn, and the clock tower at the southwest corner of the site. These portions would be taller and more visible than existing structures within the project vicinity. The proposed five-story Contract Center II would be similar in height to the existing Contract Center I, and thus would not contrast visually with buildings in the area. A photograph of the site from Potrero Hill and a photomontage of the project from the same vantage are on file at the Department of City Planning, Office of Environmental Review, 450 McAllister St., 5th Floor. These can be compared to see the visual effect of the project on residents of Potrero Hill.

The project's relationship to applicable objectives and policies of the Urban Design Element of the Master Plan will be discussed in the EIR.

3. <u>Population.</u> Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
*a. Induce substantial growth or concentration of population?	<u>X</u>	<u>—</u>	<u>X</u>
*b. Displace a large number of people (involving either housing or employment)?	<u>—</u>	<u>X</u>	<u>X</u>
c. Create a substantial demand for additional housing in San Francisco, or substantially reduce the housing supply?	<u>—</u>	<u>X</u>	<u>X</u>

The proposed project, including all uses (hotel, retail, showroom, theater, trade mart, and parking) would accommodate about 620 jobs. The existing Yellow Cab use, with approximately 1,030 (full-time and part-time) employees, would be relocated south of Potrero Hill.

Because many hotel jobs provide employment for semi- and unskilled workers with low to moderate incomes, including minorities, most of the new jobs would be expected to be held by current San Francisco residents who are either unemployed or underemployed. The hotel portion of the project would thus not be expected to generate new housing demand. Based on employment data from other hotels in San Francisco, about 95% of the hotel's employees would be service, housekeeping maintenance and clerical workers, and the majority would come from low- and moderate-income households.

The proposed theater, trademart, showroom, garage and retail space also would largely employ unskilled and semi-skilled workers expected to be primarily existing San Francisco residents. Of total Showplace employment, 68% of the positions are clerical, maintenance or part-time, offering a maximum of 10 hours employment per week./1/ An employee survey of the Showplace Design Center, Showplace East, Showplace South, Galleria Design Center and the 200 Kansas St. complex showed that 65% of employees at these locations, who responded to the survey were San Francisco residents./2/ Employment and housing demand will not be discussed in the EIR.

NOTE - Population

/1/ Jay Young, Accounting Office, Showplace Square, telephone conversation, October 15, 1985.

/2/ Robert Reeves, Reeves Consulting, telephone conversation, June 26, 1985.

4. <u>Transportation/Circulation.</u> Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
*a. Cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system?	<u>X</u>	—	—
b. Interfere with existing transportation systems, causing substantial alterations to circulation patterns or major traffic hazards?	—	<u>X</u>	<u>X</u>
c. Cause a substantial increase in transit demand which cannot be accommodated by existing or proposed transit capacity?	<u>X</u>	—	—
d. Cause a substantial increase in parking demand which cannot be accommodated by existing parking facilities?	<u>X</u>	—	—

The project would include use of a 30-foot right-of-way along Townsend St. fronting the project site as a pedestrian area, and placement of an island in the middle of Eighth St. in front of the proposed hotel. The Department of Public Works has installed a traffic circle at the intersection of Division, Eighth and Townsend Sts. in front of the proposed

hotel. The effects of these changes and transportation-related effects of the project will be discussed in the EIR.

5. <u>Noise</u> . Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
*a. Increase substantially the ambient noise levels for adjoining areas?	—	<u>X</u>	<u>X</u>
b. Violate Title 25 Noise Insulation Standards, if applicable?	—	<u>X</u>	<u>X</u>
c. Be substantially impacted by existing noise levels?	—	<u>X</u>	<u>X</u>

Construction

Construction of the project would temporarily increase noise levels in the project vicinity. The duration of construction would be about 16 months. Construction noise will be discussed in the EIR.

Project Operation

The noise environment of the site is dominated by vehicular traffic noise. The Environmental Protection Element of the San Francisco Comprehensive Plan indicates a 1974 day-night average noise level (Ldn) of 75 dBA on 8th St. and 70 dBA on 7th, Brannan and Townsend Sts. adjacent to the site./1,2/ Noise at the project site is dominated by traffic on the James Lick freeway and on the surrounding streets. Noise levels range between 68 dBA and 84 dBA, based on noise measurements made during the peak commute hours on April 21, 1983. The Environmental Protection Element of the Master Plan contains guidelines for determining the compatibility of various land uses with different noise environments. For hotel uses the guidelines recommend no special noise control measures in an exterior noise environment up to an Ldn of 60 dBA. For the 75 dBA noise level, the guidelines recommend an analysis of noise reduction requirements and inclusion of noise insulation features in the building design. The project sponsor has indicated that noise insulation measures would be included as part of the design.

As a residential development, the hotel portion of the project would be subject to Title 25 Noise insulation standards. An acoustical analysis would be performed to demonstrate that the interior Community Noise Equivalent levels (CNEL) requirement of less than 45 dBA with building windows closed would be met because the outdoor noise level is greater than a CNEL of 60 dBA. This acoustical analysis, which would fulfill the

recommendations of the Environmental Protection Element guidelines, would be submitted to the Bureau of Building Inspection with the permit application.

Project operation would not result in perceptibly greater noise levels than those existing in the area. The amount of traffic generated by the project during any hour of the day, and cumulative traffic increases at the time of project completion, would cause traffic noise levels to increase by one dBA or less. To produce a noticeable increase in environmental noise, a doubling of existing traffic volume would be required; traffic increases of this magnitude would not occur with anticipated cumulative development including the project./3/

The project would be required to comply with the San Francisco Noise Ordinance, San Francisco Police Code Section 2909, "Fixed Source Noise Levels," which regulates mechanical equipment noise. The project site and surrounding area are zoned M-2. In this district, the ordinance limits equipment noise levels at the property line to 75 dBA at all times. During lulls in traffic, mechanical equipment generating 70-75 dBA could dominate the noise environment at the site. The project engineer and architect would include design features in the building to limit mechanical equipment noise levels to less than 60 dBA (for example, most of the mechanical equipment would be enclosed and located at ground level in the hotel's interior; any equipment on the roof would be shielded)./4/ As equipment noise would be limited to no more than 60 dBA, it would not be perceptible within the sound-level context of the project area. Further discussion of operational noise will not be included in the EIR.

NOTES - Noise

/1/ Department of City Planning, The Master Plan, Environmental Protection Element, Transportation Noise Section (certified September 19, 1974).

/2/ dBA is a measure of sound in units of decibels (dB). The "A" denotes the A-weighted scale, which simulates the response of the human ear to various frequencies of sound.

L_{dn}, the day-night average noise level, is a noise measurement based on human reaction to cumulative noise exposure over a 24-hour period, taking into account the greater annoyance of nighttime noises; noise between 10 p.m. and 7 a.m. is weighted 10 dBA higher than daytime noise.

/3/ Increases of 1 dBA or less in environmental noise are not noticeable by most people outside a laboratory situation (National Academy of Sciences, Highway Research Board, Rsch. Rpt. No. 117 (1971)). (See FHWA Highway Traffic Noise Prediction Model, Rpt. #FHWA-RD-77-108, December 1978, p. 8 regarding doubling of traffic volumes producing increases of 3 dBA or more, which are noticed by most people.)

/4/ Rick Thomas, Glumac Inc. (engineering consultants), telephone conversation, July 10, 1985.

6. <u>Air Quality/Climate.</u> Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
*a. Violate any ambient air quality standard or contribute substantially to an existing or projected air quality violation?	—	<u>X</u>	<u>X</u>
*b. Expose sensitive receptors to substantial pollutant concentrations?	—	<u>X</u>	<u>X</u>
c. Permeate its vicinity with objectionable odors?	—	<u>X</u>	<u>X</u>
d. Alter wind, moisture or temperature (including sun shading effects), so as to substantially affect public areas, or change the climate either in the community or the region?	—	<u>X</u>	<u>X</u>

Construction Impacts

Demolition, excavation, and construction of the project would generate total suspended particulate (TSP) emissions and probably would cause temporary violations of the State 24-hour TSP Standard (100 ug/m^3), in the immediate vicinity of the site, as do construction activities in general. TSP concentrations and the frequency of standard violations would depend on the soil composition, the types of machinery in use, the construction schedule, the proximity of other demolition and construction activities, and meteorological conditions. It is not possible to make accurate projections of TSP concentrations and frequencies of standard violations caused by demolition and construction activities.

The project sponsor has agreed to a mitigation measure to reduce particulate emission generated during construction activities (see p. 26). Construction air quality effects will not be discussed in the EIR. Building emissions and project-generated traffic emissions and their effect on local and regional air quality will be discussed in the EIR.

Shadow

A shadow analysis has been conducted to determine the range of shadow effects of the project. The project would shade the eastern half of the James Lick Freeway during the

early mornings in the summer (6:48 a.m.). During early morning hours in spring, summer and fall, the proposed project would cast shadows on 8th St. and the sidewalk, portions of the Trade Show Concourse parking area, north of the site, and a small portion of the House of Sobel site. During early winter mornings, the proposed project would cast shadows on a portion of 8th St. and the sidewalk, and a portion of the parking area. During the mid-morning and mid-afternoon in the spring, summer, fall and winter months, the proposed project would cast shadows on portions of the Trade Show Concourse parking area, and small portions of the east side of Eighth St., and the north side of Townsend St. There are no Recreation and Park Department owned areas nearby, and the areas to the northwest and northeast are parking areas which are not proposed for nor expected to change; shadow effects would not impact those areas. Shadow effects will not be discussed in the EIR.

Wind

The proposed project may have the potential to increase ground-level wind speeds. The project will be tested in a wind tunnel and the results will be discussed in the EIR.

NOTE - Air Quality and Climate

/1/ Wind evaluation by Charles Bennett, B.S. Mechanical Engineering, Environmental Science Associates, Inc.

7. <u>Utilities/Public Services.</u> Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
*a. Breach published national, state or local standards relating to solid waste or litter control?	—	<u>X</u>	<u>X</u>
*b. Extend a sewer trunk line with capacity to serve new development?	—	<u>X</u>	<u>X</u>
c. Substantially increase demand for schools, recreation or other public facilities?	—	<u>X</u>	<u>X</u>
d. Require major expansion of power, water, or communications facilities?	—	<u>X</u>	<u>X</u>

The proposed project would contribute to the cumulative demand for community services citywide. Cumulative impacts upon solid waste and waste water service providers have been analyzed in the Downtown Plan EIR and no significant impacts have been identified. The Downtown Plan EIR setting and impacts discussion for solid waste and waste water (Vol. 1, IV.F.1-2 & IV.F.8-10; Vol. 2, pp. A.7 & K.1-2; Vol. 3, pp. C&R F.1-4) is summarized below and incorporated by reference herein.

The City's (C-3 and non C-3) solid waste is currently disposed of at the Altamont Hills landfill, pursuant to a five-year contract which expires November 1, 1988. The City is currently searching for additional landfill capacity to accommodate the City's solid waste generated in the years after 1988.

A sewer system is being built pursuant to the City's Clean Water Program. The system is intended to handle combined volumes of sewage and rainwater runoff. Since the capacity of the system is designed to handle rainwater flows (which can be 50 times the volume of regular sewage), additional development citywide would not affect operation of the sewer system.

Providers of all other utilities and services have been contacted. In order to provide the proposed project with telephone services, a new underground entrance cable and conduit would be required. Installation would take approximately 60-90 days for excavation and cable placement and would be placed in Eighth St. The work would be done during normal working hours and would block only one lane of traffic at a time.

New facilities would also be required for electric service. Lines would have to be extended across Townsend St., east of Eighth St. The work would be done during normal working hours and would probably block only one lane of traffic at a time.

All other service providers have indicated that they have adequate capacity to serve the project and would not require additional personnel or equipment. Statements from utility and service providers are available for public review at the Office of Environmental Review, 450 McAllister St. No further analysis is required in the EIR.

8. <u>Biology.</u> Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
*a. Substantially affect a rare or endangered species of animal or plant or the habitat of the species?	—	<u>X</u>	—
*b. Substantially diminish habitat for fish, wildlife or plants, or interfere substantially with the movement of any resident or migratory fish or wildlife species?	—	<u>X</u>	—
c. Require removal of substantial numbers of mature, scenic trees?	—	<u>X</u>	—

The site is covered with impervious surfaces. The project would not affect any plant or animal habitat. This section will not be discussed in the EIR.

9. <u>Geology/Topography.</u> Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
*a. Expose people or structures to major geologic hazards (slides, subsidence, erosion and liquefaction)?	—	<u>X</u>	<u>X</u>
b. Change substantially the topography or any unique geologic or physical features of the site?	—	<u>X</u>	<u>X</u>

The project site varies in elevation from -0.5 to +4 ft., San Francisco City Datum (SFD)./1/ Soils at the site are of composed artificial fill over soft silty clay (Bay mud)./2/ The initial fill was uncontrolled (end-dumped), consists primarily of sands with some debris and has a low bearing capacity./2/ The site is in an area reclaimed from a low-lying marsh in the vicinity of old Mission Creek. Groundwater levels were encountered at about 10 ft. below street grade./2/

Excavation for the project foundation and for the Trademart and Contract Center II, basement levels of the parking garage and the partial parking basement under the hotel would be to a depth of about -8.5 ft. SFD. This is below the depth of existing subsurface structures (foundations) for the Contract Center, and below known existing foundations on the rest of the site. The project foundation may be either mat (with some piles) or pile-supported. While the site soils have poor load-bearing capability, they could be engineered to support a mat foundation supplemented with piles.

Dewatering is not expected to be required during excavation, since the water table occurs below the projected depth of excavation. In the event it is required, a mitigation measure is included in the project (see p. 26).

Pit walls would be shored to prevent lateral movement during excavation. Adjacent structures might need to be underpinned, should excavation go below the base of their foundations, to avoid such damage as cracking of walls or foundations or sagging of floors. The building contractor must comply with the San Francisco Building Code and the Excavation Standards of the California Occupational Safety and Health Agency. The Contract Center I is on wooden piles, and this structure would be shored as necessary. Since dewatering is not projected, the wooden piles would not suffer damage as the result of drawdown.

The closest active faults to San Francisco are the San Andreas Fault, about 7 miles southwest of the project area, and the Hayward and Calaveras Faults, about 17 and 32 miles east of the project area, respectively. The project area would experience Very Strong (Intensity Level C, masonry badly cracked with occasional collapse, frame buildings lurched when on weak underpinning with occasional collapse) groundshaking during a major earthquake./3/ The site is within an area of potential ground-failure hazards. It is not within an area of potential tsunami or seiche flooding./4/

The project sponsor would follow the recommendations of structural and foundation reports prepared for the project for any excavation and construction on the site (see p. 26). The building must meet current seismic engineering standards of the San Francisco Building Code which include earthquake-resistant design and materials. The Code is designed to allow for some structural damage to buildings but not collapse during a major earthquake (see also the mitigation measure on p. 26 for the project's emergency response plan). This topic will not be discussed in the EIR.

NOTE - Geology/topography

/1/ San Francisco City Datum establishes the City's "0" point for surveying purposes at approximately 8.6 ft. above mean sea level.

/2/ Paul Guerin, Engineer, Harding Lawson Associates, telephone conversations, May 28 and July 15, 1985, and boring logs (April 24-30, 1985).

/3/ URS/John A. Blume and Associates, San Francisco Seismic Safety Investigation, 1974. Groundshaking intensities that would result from a major earthquake were projected and classified on a five-point scale ranging from E (Weak) through A (Very Violent).

/4/ Ibid.

10. <u>Water</u> . Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
*a. Substantially degrade water quality, or contaminate a public water supply?	—	<u>X</u>	—
*b. Substantially degrade or deplete ground water resources, or interfere substantially with ground water recharge?	—	<u>X</u>	<u>X</u>
*c. Cause substantial flooding, erosion or siltation?	—	<u>X</u>	<u>X</u>

Dewatering is not expected to be required, but in the event it is, a mitigation measure has been included as part of the project (see previous discussion). This topic will not be discussed in the EIR.

11. <u>Energy/Natural Resources.</u> Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
*a. Encourage activities which result in the use of large amounts of fuel, water, or energy, or use these in a wasteful manner?	—	<u>X</u>	<u>X</u>
b. Have a substantial effect on the potential use, extraction, or depletion of a natural resource?	—	<u>X</u>	<u>X</u>

Water demand would be 61,000 gallons per day. This demand could be accommodated by existing supplies; this topic will not be discussed in the EIR.

Annual energy consumption by existing uses on the site, Yellow Cab and May's Diner, is 210,000 kWh of electricity and 1,900 therms of natural gas, equal to about 2.4 million Btu at the source./1,2/

Removal of existing structures would require an unknown amount of energy. Fabrication and transportation of building materials, worker transportation, site development, and building construction would require about 1.1 trillion Btu of gasoline, diesel fuel, natural gas, and electricity./3/ Distributed over an estimated 50-year life for the project, this would be about 21.7 billion Btu per year, or about 22% of annual building energy requirements.

New buildings in San Francisco are required to conform to energy conservation standards specified by Title 24 of the California Administrative Code. Documentation showing compliance with these standards is submitted with the application for the building permit and is enforced by the Bureau of Building Inspection.

Table 1, p. 20, shows the estimated operational energy which would be used by the project. Project electricity demand during the peak electrical load periods in PG&E's service area, July and August afternoons, would be about 1,570 kW, an estimated 0.01% of the PG&E's peak load of 16,000 MW./4/ Project demand for natural gas during the peak natural gas load periods in PG&E's service area, January mornings, would be 16.4 million Btu per day, or about 0.4% of PG&E's peak load of about 3.7 billion Btu per day./4/ Annual and peak daily electricity and natural gas consumption are shown in Figures 4-5, pp. 21-22.

TABLE 1: ESTIMATED PROJECT ENERGY USE/a/

Daily Natural Gas Consumption/b/

Estimated natural gas consumption per sq. ft.	
hotel	116 Btu/c/
non-hotel	25 Btu
Estimated peak daily natural gas consumption	
hotel	42 Therms
non-hotel	15 Therms

Monthly Electric Consumption/b/

Estimated electrical consumption per sq. ft.	
hotel	2.07 kWh (21,190 Btu)/d/
non-hotel	0.91 kwh (9,340 Btu)
Estimated total electrical consumption	
hotel	375,510 kWh (3.8 billion Btu)
non-hotel	326,630 kwh (3.3 billion Btu)

Annual Consumption

Estimated total annual natural gas consumption	109,115 Therms
Estimated total annual electrical consumption	8.4 million kWh (86 billion Btu)
Connected kilowatt load	4,870 Kilowatts
Estimated total annual energy consumption	97.2 billion Btu (17,350 barrels of oil)

/a/ Energy use includes space conditioning, service water heating and lighting in accordance with allowable limits under Title 24. Estimated electricity includes an additional 3 kWh/sq. ft./yr., consumed by appliances such as typewriters, computers, coffeemakers, etc. than assumed by Title 24 estimates.

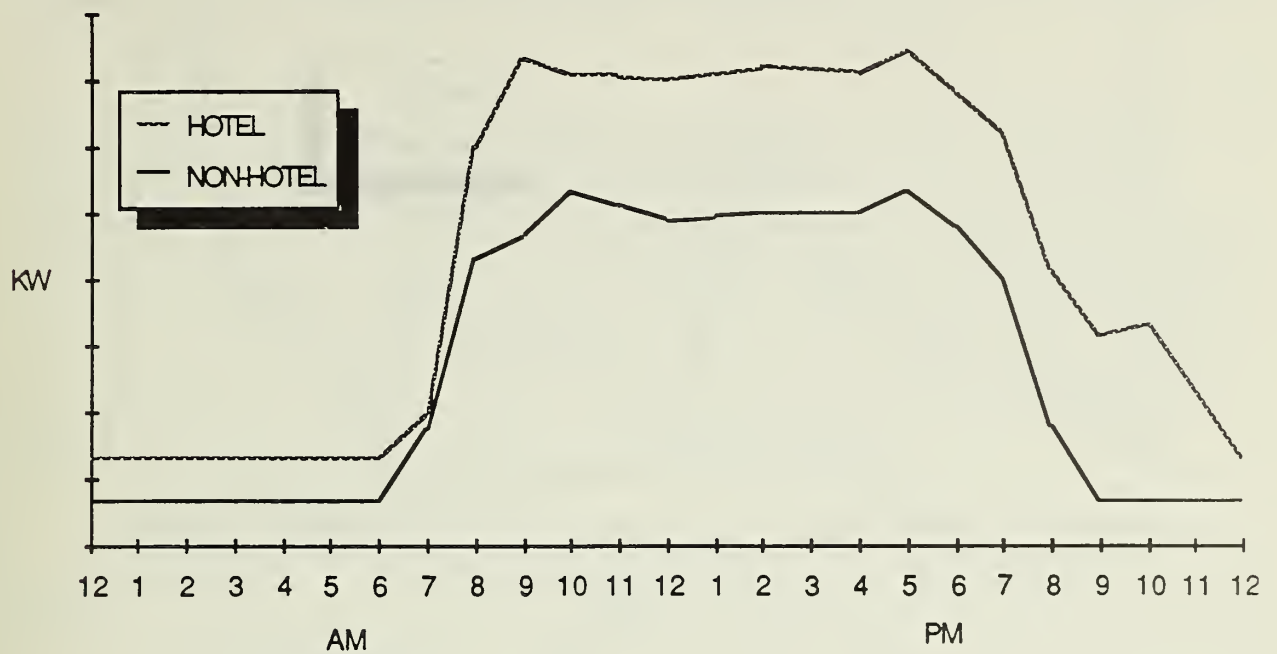
/b/ Energy calculations are based on the assumption of natural gas/electricity consumption splits of: 30%/70% for hotel; and 10%/90% for all other uses. These calculations are available for review at the Office of Environmental Review, 450 McAllister Street, Sixth Floor, San Francisco, California.

/c/ Btu (British thermal unit): A standard unit for measuring heat. Technically, it is the quantity of heat required to raise the temperature of one pound of water 1 degree Fahrenheit (251.97 calories) at sea level.

/d/ Energy Conversion Factors:	one gallon gasoline	=	125,000 Btu
	one kilowatt (kW)	=	10,239 Btu
	one therm	=	100,000 Btu
	one barrel oil	=	5,600,000 Btu

SOURCE: Environmental Science Associates, Inc.

DAILY ELECTRICAL LOAD DISTRIBUTION (PEAK DAY)



MONTHLY ELECTRICAL LOAD DISTRIBUTION

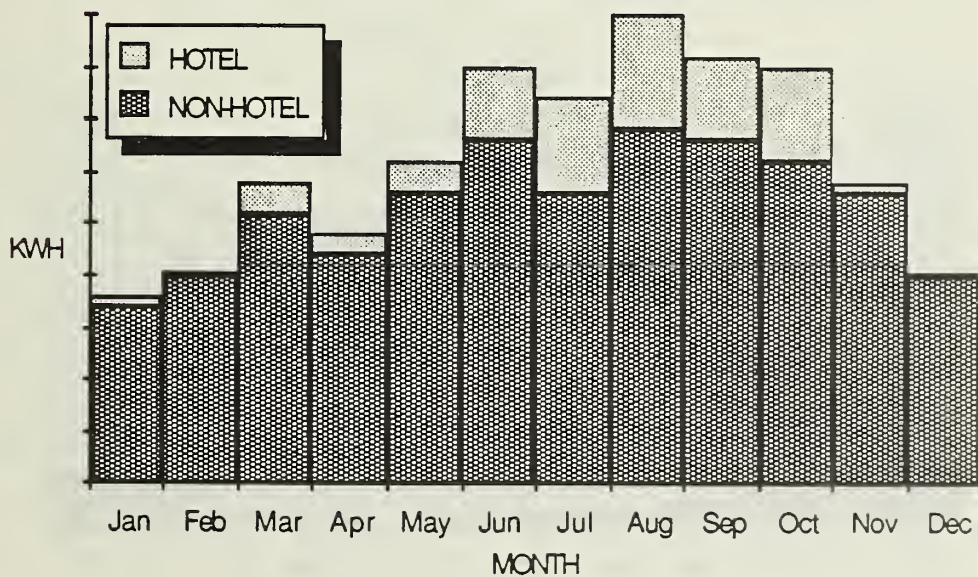


FIGURE 4
SHOWPLACE MARKET CENTER
AND CONTRACT CENTER II
ELECTRICAL DISTRIBUTION CURVES

SOURCE: ESA

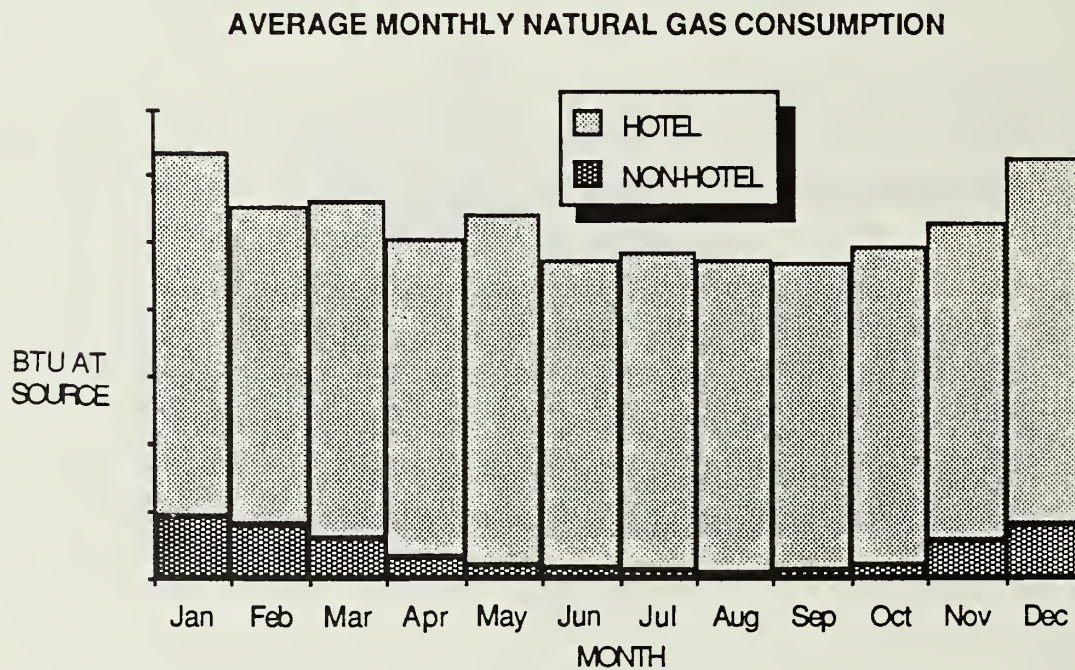
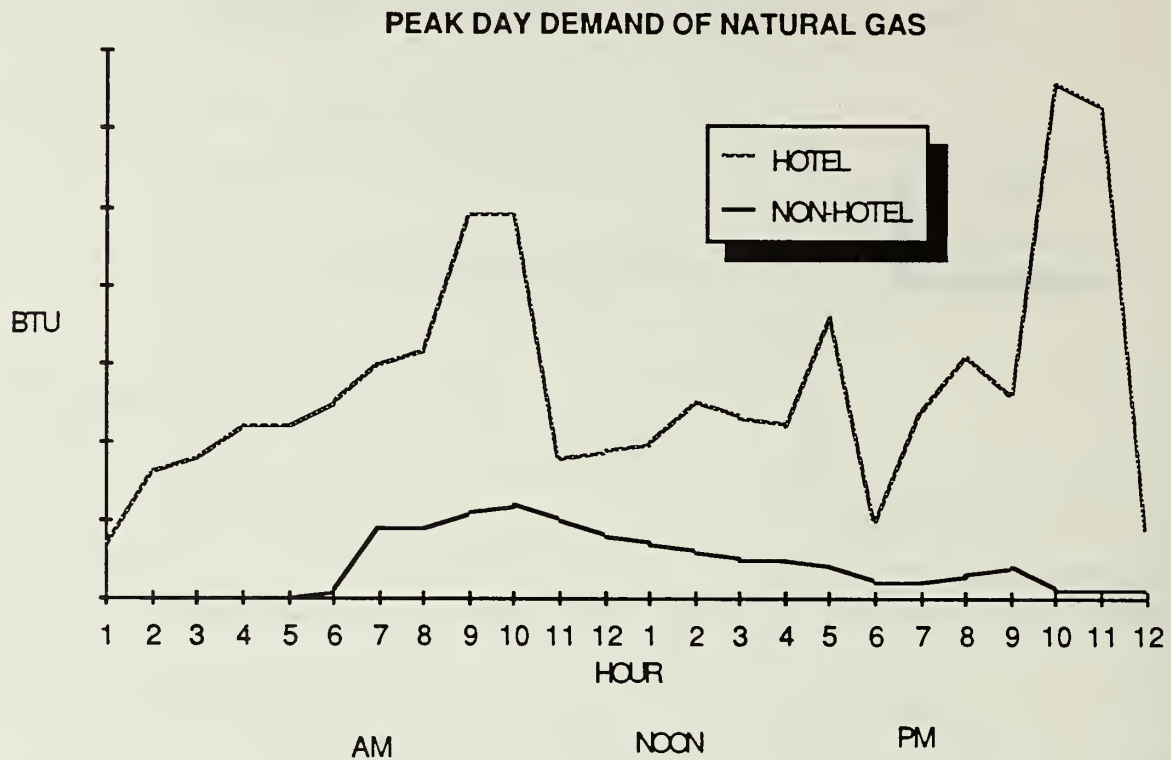


FIGURE 5
SHOWPLACE MARKET CENTER
AND CONTRACT CENTER II
PROJECTED NATURAL GAS LOAD DISTRIBUTION

SOURCE: ESA

Increased San Francisco energy demands to the year 2000 would be met by PG&E from nuclear sources, oil and gas facilities, hydroelectric and geothermal facilities, and other sources such as cogeneration, wind and imports. PG&E plans to continue receiving most of its natural gas from Canada and Texas under long-term contracts.

Project-related transportation would cause additional, off-site energy consumption. Project-related trips would require gasoline, diesel fuel, and electricity annually as indicated in Table 2. These figures were calculated based on data contained in the Downtown Plan EIR. The total annual transportation energy demand, converted with at-source factors to a common thermal energy unit, would be about 15 billion Btu, the energy equivalent of 2,735 barrels of oil. This projected use is based upon the mix of highway vehicles in California in 1987. Vehicle fuel use is expected to decrease as the vehicle fleet becomes more efficient and fuel more expensive.

TABLE 2: PROJECT-RELATED ANNUAL TRANSPORTATION ENERGY CONSUMPTION/a/

	<u>Electricity (kilowatt hours)</u>	<u>Gasoline (Gallons)</u>	<u>Diesel (Gallons)</u>	<u>Total Btu (Millions)</u>
Auto/Taxi/Jitney				
Motorcylce		107,300		15,000
BART	50,500			40
Muni Electric	8,600			
Regional Bus Systems			1,435	240
SPRR			274	40
Project Total	59,100	107,300	1,709	15,320

/a/ The method [] used to calculate these figures are described in detail in the Downtown Plan EIR, EE81.3, certified October 18, 1984, Appendix N and the associated data is contained in Table 6 of that document. Calculations are on file at the Department of City Planning, Office of Environmental Review, 450 McAllister St., Sixth Floor.

SOURCE: Environmental Science Associates, Inc.

NOTES - Energy

/1/ Existing energy use was calculated assuming that the buildings on site meet Title 24; at-source thermal energy, given in British thermal units (Btu), is based on information received from PG&E, Technical Service Department, May 10, 1984.

/2/ The British thermal unit (Btu) is the quantity of heat required to raise the temperature of one pound of water one degree Fahrenheit at sea level. The term "at-source" means of that adjustments have been made in the calculation of the thermal energy equivalent (Btu) for losses in energy that occur during generation, transmission, and distribution of the various energy forms as specified in: ERCDC, 1977, Energy Conservation Design Manual for New Non-Residential Buildings, Energy Conservation and Development Commission, Sacramento, California, and Apostolos, J.A., W.R. Shoemaker, and E.C. Shirley, 1978 Energy and Transportation System, California Department of Transportation, Sacramento, California, Project #20-7, Task 8.

/3/ Hannon, B., et al., 1978, "Energy and Labor in the Construction Sector", Science 202:837-847.

/4/ San Francisco Department of City Planning, Downtown Plan EIR (EE81.3), certified October 18, 1984, pp. IV.G.3-4.

12. Hazards. Could the project:

Yes No Discussed

- *a. Create a potential public health hazard or involve the use, production or disposal of materials which pose a hazard to people or animal or plant populations in the area affected?
- *b. Interfere with emergency response plans or emergency evacuation plans?
- c. Create a potentially substantial fire hazard?

<u>X</u>	<u>—</u>	<u>X</u>
<u>—</u>	<u>X</u>	<u>X</u>
<u>—</u>	<u>X</u>	<u>X</u>

Research conducted for the Archival Resources Evaluation report for the project/1/ found that, prior to 1887, a chemical works occupied a portion of the site of the existing Contract Center I and of the proposed Contract Center II. Excavation for the subsurface level of the proposed Contract Center II could encounter remaining subsurface chemical deposits from the chemical works. This topic will be discussed in the EIR on the project.

The project would result in a greater number of people on the site, which would increase the difficulty of evacuating people from the site in an emergency. The project would not be required to conform to the Life Safety Program for Highrise Buildings and the San Francisco Building Code, Section 1807, as the highest occupied floor does not exceed 75 ft. in height. The Mayor's Office of Emergency Services (OES) has city-wide concerns for safe evacuation and emergency care in the event of an emergency. The hazard mitigation measure committed to by the sponsor (see p. 27) would serve to mitigate this impact. This topic will not be discussed in the EIR.

NOTE - Hazards

/1/ Eleanor Ramsey, Mason Tillman Associates, June, 1985, Archival Cultural Resources Evaluation of the Showplace Market Center Project Site.

13. <u>Cultural</u> . Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
*a. Disrupt or adversely affect a prehistoric or historic archaeological site or a property of historic or cultural significance to a community or ethnic or social group; or a paleontological site except as a part of a scientific study?	<u>X</u>	<u>—</u>	<u>X</u>
*b. Conflict with established recreational, educational, religious or scientific uses of the area?	<u>—</u>	<u>X</u>	<u>—</u>
c. Conflict with preservation of buildings subject to the provisions of Article 10 or Article 11 of the City Planning Code?	<u>—</u>	<u>X</u>	<u>—</u>

The project site was historically situated between Mission Dolores and South Beach (Spanish/Mexican period). Mission Creek crossed the site at the intersection of Eighth and Townsend Sts. An archival research report, prepared by Mason Tillman Associates, suggests a strong possibility of encountering cultural resources from the prehistoric, Spanish/Mexican, Gold Rush and City Building periods. The project site's potential cultural resources range from prehistoric shellmounds, to shallow draft vessels that plied the waters of Mission Creek, to glass bottles and other industrial artifacts. /1/ This topic will be discussed in the EIR.

NOTE - Cultural

/1/ Eleanor Ramsey, Mason Tillman Associates, June 1985, Archival Cultural Resources Evaluation of the Showplace Market Center and Contract Center Project Site.

C. OTHER	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
Require approval of permits from City Departments other than Department of City Planning or Bureau of Building Inspection, or from Regional, State or Federal Agencies?	<u>X</u>	<u>—</u>	<u>X</u>

The height reclassification proposed as part of the project requires approval by the Board of Supervisors to amend the Planning Code.

D. MITIGATION MEASURES

Yes No N/A Discussed

1. If any significant effects have been identified, are there ways to mitigate them?
2. Are all mitigation measures identified above included in the project?

<u>X</u>	<u>—</u>	<u>—</u>	<u>X</u>
<u>X</u>	<u>—</u>	<u>—</u>	<u>X</u>

The following are mitigation measures related to topics determined to require no further analysis in the EIR. The EIR will contain a mitigation chapter describing these measures and also including other measures which would be, or could be, adopted to reduce potential adverse effects of the project as identified in the EIR.

Visual Quality

- In order to reduce obtrusive light or glare, the project sponsor would use no mirrored glass on the building.

Air Quality

- To reduce dust generation during construction by approximately 50%, the project sponsor would require the general contractor to wet down demolition and construction areas at least twice per day.

Noise

- An analysis of noise reduction measurements would be prepared by the project sponsor and recommended noise insulation features would be included as part of the proposed building, as recommended by the Environmental Protection Element of the San Francisco Comprehensive Plan. Such design features could include fixed windows and climate control.

Geology/Topography

- A detailed foundation and structural design study would be conducted for the building by a California-licensed structural engineer and a geotechnical consultant. The project sponsor would follow the recommendations of these studies during the final design and construction of the project.

- If dewatering were necessary, any groundwater pumped from the site would be retained in holding tank to allow suspended particles to settle, if this is found necessary by the Industrial Waste Division of the Department of Public Works, to reduce the amount of sediment entering the storm drain/sewer lines.
- Should dewatering be necessary, the final soils report would address the potential settlement and subsidence impacts of this dewatering. Based upon this discussion, the soils report would contain a determination as to whether or not a lateral and settlement survey should be done to monitor any movement or settlement of surrounding buildings and adjacent streets. If a monitoring survey is recommended, the Department of Public Works would require that a Special Inspector (as defined in Article 3 of the Building Code) be retained by the project sponsor to perform this monitoring. Groundwater observation wells would be installed to monitor the level of the water table and other instruments would be used to monitor potential settlement and subsidence. If, in the judgment of the Special Inspector, unacceptable subsidence were to occur during construction, groundwater recharge would be used to halt this settlement. The project sponsor would delay construction if necessary. Costs for the survey and any necessary repairs to service under the street would be borne by the project sponsor.

Hazards

- An evacuation and emergency response plan would be developed by the project sponsor or building management staff, in consultation with the Mayor's Office of Emergency Services, to insure coordination between the City's emergency planning activities and the project's plan and to provide for building occupants in the event of an emergency. The project plan would be reviewed by the Office of Emergency Services and implemented by building management insofar as feasible before issuance by the Department of Public Works of final building permits.

E. MANDATORY FINDINGS OF SIGNIFICANCE

Yes No Discussed

- *1. Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or pre-history?
- *2. Does the project have the potential to achieve short-term, to the disadvantage of long-term, environmental goals?
- *3. Does the project have possible environmental effects which are individually limited, but cumulatively considerable? (Analyze in the light of past projects, other current projects, and probable future projects.)
- *4. Would the project cause substantial adverse effects on human beings, either directly or indirectly?
- *5. Is there a serious public controversy concerning the possible environmental effect of the project?

— X —— X —X — XX — X— X —

The project would contribute to long-term cumulative changes in land uses and land use controls in the project vicinity.

Potentially hazardous chemicals may have been left on the site when the chemical company ceased operating there.

F. ON THE BASIS OF THIS INITIAL STUDY:

- ☐ I find the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared by the Department of City Planning.
- ☐ I find that although the proposed project could have a significant effect on the environment, there WILL NOT be a significant effect in this case because the mitigation measures, numbers ___ in the discussion, have been included as part of the proposed project. A NEGATIVE DECLARATION will be prepared.
- ☒ I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.

Barbara W. Sahm

Barbara W. Sahm
Environmental Review Officer

for

Dean L. Macris
Director of Planning

Date: 10/21/85

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House of Sobel

Ronaldo Cinciarulo
Primo Properties

Wing Sing Chong Co.

Southern Pacific Transportation

I.J. Gabriel, Gabriel Family Trust

PROJECT SPONSOR

Bay West Development Co.
Matthew Witte

PROJECT ATTORNEY

Morrison & Foerster
Zane Gresham

PROJECT ARCHITECTS

Frizzell Hill Moorhouse
John Hill

Kaplan/McLaughlin Diaz
Leon Sugarman

APPENDIX B: TRANSPORTATION

TABLE B-1: OFF-STREET PARKING FACILITIES

<u>CITY BLOCK</u>	<u>ADDRESS</u>	<u>NUMBER OF SPACES</u>	
		<u>COMMERCIAL</u>	<u>PRIVATE (OWNER)</u>
3799	675 Townsend	150	
3783	7th/Townsend		107 (Contract Center)
3783	685 8th Street	265	
3783	801-99 Brannan		52 (Showplace)
3780	548 7th Street		12 (For Sale)
3780	836-40 Brannan		35 (PE O'Hare)
3780	8th/Bryant		50 (KQED)
3780	955-65 Bryant		30 (Zelinsky)
3781	8th/Bryant		24 (KQED)
3781	8th/Brannan		148 (Gift Center)
3781	Vacant Lot	206	
3526	560 9th Street		17 (G. Gate Equip.)
3527	Brannan/Division		11 (Clark Off. Supply)
3782	9th/Brannan		150 (Data Mart)
3782	Brannan Row	240	
3782	8th/Brannan		12 (Microlift)
3908	2200 Alameda		135 (Vacant)
3780	Brannan/Langston		12
3909	Division/Vermont		20 (Showplace)
3911	35 Henry Adams		55 (Showplace)
3911	Alameda/R.I.		60 (SF Ice Co.)
3912	25 Division		19 (Payday)
3912	1750 Alameda		25 (Hibernia)
3916	Alameda/Kansas	70	
3916	Vermont		14 (Vermont Center)

(Continued)

TABLE B-1: OFF-STREET PARKING FACILITIES (CONT.)

<u>CITY BLOCK</u>	<u>ADDRESS</u>	<u>NUMBER OF SPACES</u>	
		<u>COMMERCIAL</u>	<u>PRIVATE (OWNER)</u>
3916	15th/Vermont		21 (Vermont Center)
3917	Alameda/Vermont		109 (Showplace)
3918	Alameda/S. Bruno		65 (Jewelry Center)
3807	545 Berry		24 (G. Gate Salvage)
3807	7th/Berry		9 (G. Gate Salvage)
3800	7th/King	150	
3784	655 7th Street		23 (W. Sing Chong)
3784	550 Townsend		85 (Ampac Pipe)
3784	713 Brannan		28 (Ed Scott Elec.)
3784	721 Brannan		5 (Calif. Florist)
3784	Brannan/Gilbert		17 (Calif. Poultry)
3784	7th/Brannan		9 (Susie's Cafe)
3779	567-69 7th Street		15 (Service Dist.)
3779	545 7th Street		40 (Captains Auto)
3779	515-17 7th Street		8 (C&H Trading)
3779	73 Gilbert		9 (Comp. Sales)
3779	63-69 Gilbert		15
3779	748 Brannan		50 (Calif. Meat)
TOTAL		1081	1520

SOURCE: Reeves Consulting Services

TABLE B-2: PASSENGER LEVELS OF SERVICE ON BUS TRANSIT

<u>Level of Service</u>	<u>Description</u>	<u>Passengers per Seat</u>
A	Level of Service A describes a condition of excellent passenger comfort. Passenger loadings are low with fewer than half the seats filled. There is little or no restriction on passenger maneuverability. Passenger loading times do not affect scheduled operation.	0.00- 0.50
B	Level of Service B is in the range of passenger comfort with moderate passenger loadings. Passengers still have reasonable freedom of movement on the transit vehicle. Passenger loading times do not affect scheduled operations.	0.51- 0.75
C	Level of Service C is still in the zone of passenger comfort, but loadings approach seated capacity and passenger maneuverability on the transit vehicle is beginning to be restricted. Relatively satisfactory operating schedules are still obtained as passenger loading times are not excessive.	0.76- 1.00
D	Level of Service D approaches uncomfortable passenger conditions with tolerable numbers of standees. Passengers have restricted freedom to move about on the transit vehicle. Conditions can be tolerated for short periods of time. Passenger loadings begin to affect schedule adherence, as the restricted freedom of movement for passengers requires longer loading times.	1.01- 1.25
E	Level of Service E passenger loadings approach manufacturers' recommended maximums and passenger comfort is at low levels. Freedom to move about is substantially diminished. Passenger loading times increase as mobility of passengers on the transit vehicle decreases. Scheduled operation is difficult to maintain at this level. Bunching of buses tends to occur, which can rapidly cause operations to deteriorate.	1.26- 1.50
F	Level of Service F describes crush loadings. Passenger comfort and maneuverability are extremely poor. Crush loadings lead to deterioration of scheduled operations through substantially increased loading times.	1.51- 1.60

SOURCE: Environmental Science Associates, Inc. from information in the Interim Materials on Highway Capacity, Transportation Research Circular 212, pp. 73-113, Transportation Research Board, 1980.

TABLE B-3: TRAFFIC LEVEL OF SERVICE DESCRIPTIONS

Level of Service	Description	Volume/Capacity (v/c) Ratio/a/
A	Level of Service A describes a condition of free flow, with low volumes and high speeds. Traffic density is low, with speeds controlled by driver desires, speed limits, and physical roadway conditions. There is little or no restriction in maneuverability due to the presence of other vehicles, and drivers can maintain their desired speeds with little or no delay.	0.00-0.60
B	Level of Service B is in the higher speed range of stable flow, with operating speeds beginning to be restricted somewhat by traffic conditions. Drivers still have reasonable freedom to select their speed and lane of operation. Reductions in speed are not unreasonable, with a low probability of traffic flow being restricted.	0.61-0.70
C	Level of Service C is still in the zone of stable flow, but speeds and maneuverability are more closely controlled by the higher volumes. Most of the drivers are restricted in their freedom to select their own speed, or change lanes. A relatively satisfactory operating speed is still obtained, with service volumes perhaps suitable for urban design practice.	0.71-0.80
D	Level of Service D approaches unstable flow, with tolerable operating speeds being maintained though considerably affected by changes in operating conditions. Fluctuations in volume and temporary restrictions to flow may cause substantial drops in operating speeds. Drivers have little freedom to maneuver, and comfort and convenience are low, but conditions can be tolerated for short periods of time.	0.81-0.90
E/a/	Level of Service E cannot be described by speed alone, but represents operations at even lower operating speeds than in Level D, with volumes at or near the capacity of the highway. Flow is unstable, and there may be stoppages of momentary duration.	0.91-1.00
F	Level of Service F describes forced flow operation at low speeds, where volumes are below capacity. These conditions usually result from queues of vehicles backing up from a restriction downstream. The section under study will be serving as a storage area during parts or all of the peak hour. Speeds are reduced substantially and stoppages may occur for short or long periods of time because of the downstream congestion. In the extreme, both speed and volume can drop to zero.	1.01+

/a/ Capacity is defined as Level of Service E.

SOURCE: Highway Capacity Manual, Highway Research Board, 1965.

PEDESTRIAN ANALYSIS

The pedestrian analysis has been conducted following methods developed by Pushkarev and Zupan in Urban Space for Pedestrians (MIT Press, 1975). Table B-3 shows the relationship between pedestrian flow rates and the flow regimes (categories) used to describe levels of operation.

TABLE B-4: PEDESTRIAN FLOW REGIMEN

<u>Flow Regime</u>	<u>Choice</u>	<u>Conflicts</u>	<u>Flow Rate (p/f/m)/a/</u>
Open	Free Selection	None	less than 0.5
Unimpeded	Some Selection	Minor	0.5 to 2.0
Impeded	Some Selection	High Indirect Interaction	2.1 to 6.0
Constrained	Some Restriction	Multiple	6.1 to 10.0
Crowded	Restricted	High Probability	10.1 to 14.0
<u>Design Limit - Upper Limit of Desirable Flow</u>			
Congested	All Reduced	Frequent	14.1 to 18.0
Jammed	Shuffle Only	Unavoidable	Not applicable/a/

/a/ P/F/M = Pedestrians per foot of effective sidewalk width per minute.

/b/ For Jammed Flow, the (attempted) flow rate degrades to zero at complete breakdown.

SOURCE: Urban Space for Pedestrians, MIT Press, 1975, Cambridge, MA.

TABLE B-5: TRAFFIC LEVELS OF SERVICE FOR FREEWAYS

Level of Service	Description	Volume/Capacity (v/c) Ratio/a/
A	Level of Service A describes a condition of free flow, with low volumes and high speeds. Traffic density is low, with speeds controlled by driver desires, speed limits, and physical roadway conditions. There is little or no restriction in maneuverability due to the presence of other vehicles, and drivers can maintain their desired speeds with little or no delay.	0.00-0.60
B	Level of Service B is in the higher speed range of stable flow, with operating speeds beginning to be restricted somewhat by traffic conditions. Drivers still have reasonable freedom to select their speed and lane of operation. Reductions in speed are not unreasonable, with a low probability of traffic flow being restricted.	0.61-0.70
C	Level of Service C is still in the zone of stable flow, but speeds and maneuverability are more closely controlled by the higher volumes. Most of the drivers are restricted in their freedom to select their own speed, change lanes, or pass. A relatively satisfactory operating speed is still obtained.	0.71-0.80
D	Level of Service D approaches unstable flow, with tolerable operating speeds being maintained though considerably affected by changes in operating conditions. Fluctuations in volume and temporary restrictions to flow may cause substantial drops in operating speeds. Drivers have little freedom to maneuver, and comfort and convenience are low, but conditions can be tolerated for short periods of time.	0.81-0.90
E	Level of Service E cannot be described by speed alone, but represents operations at even lower operating speeds (typically about 30 to 35 mph) than in Level D, with volumes at or near the capacity of the highway. Flow is unstable, and there may be stoppages of momentary duration.	0.91-1.00
F	Level of Service F describes forced flow operation at low speeds (less than 30 mph), in which the freeway acts as storage for queues of vehicles backing up from a restriction downstream. Speeds are reduced substantially and stoppages may occur for short or long periods of time because of downstream congestion. In the extreme, both speed and volume can drop to zero.	1.00+

/a/ Capacity is defined as Level of Service E.

SOURCE: Environmental Science Associates, Inc. from information in the Highway Capacity Manual, Special Report 87, Highway Research Board, 1965.

APPENDIX C: TYPICAL NOISE LEVELS

	<u>Decibels</u>	
	110	Pile driver (from 50 feet)
Very Loud	100	
		Light helicopter take-off (from 125 feet)
	90	
		Diesel truck (from 50 feet)
	80	
Loud		Radio or TV playing in Living Room
	70	
		Passenger car on city street (from sidewalk)
	60	
Quiet	50	
	40	
		Whisper
Very quiet		
		Rustle of paper
	30	

SOURCE: Department of City Planning, "A Proposal for Citizen Review: Transportation Noise, Environmental Protection Element of the Comprehensive Plan of San Francisco," August 1984.

